MAY 7, 1956

BROA CASTING
T ECASTING

UHF: A SPECIAL B•T STUDY Page 35

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$12 Billion Spent
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To Approve 6th V
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A Sales, Earnings
Reach New Highs
Page 92

25TH year

Dominant

in power! WXEX-TV, basic NBC-TV station serving Richmond, Petersburg and Central Virginia, has *maximum power*—316 KW. That's *dominance!*

in tower! WXEX-TV has *maximum tower height* —1049 feet above sea level and 943 feet above average terrain. That makes WXEX-TV more than 100 feet higher than any station in this market. That's *dominance!*

Dominant

in viewers per rating point! Because its unique tower location carries its maximum power to heavily populated communities that no other TV station in this market can reach, WXEX-TV *delivers more viewers per rating point*. That's *dominance!*

Dominant

in Richmond, Petersburg and Central Virginia.

WXEX-TV

Tom Tinsley, President CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

The male Walrus handles its coverage the hard way*... but... male and female Time Buyers can easily handle the coverage of Northeastern, Pa. with the NBC Big Buy... WBRE-TV! In every respect the all pervading influence over 17 counties... 300,000 TV homes in a population center of over 2,000,000 people.

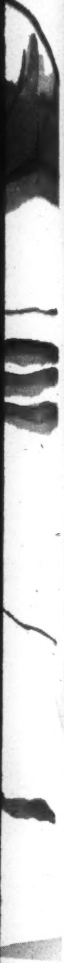
Every ARB survey shows WBRE-TV to have the greatest penetration!... to have the greatest lead in ratings and audience acceptance! Coupled with the fastest and most complete regional news service plus original program service to all areas... WBRE-TV gives you COVERAGE LEADERSHIP. And if you will contact your nearest Headley-Reed TV office or call WBRE-TV we will be glad to show you how your client's products can have SALES LEADERSHIP.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON*

**The Walrus is prized for the ivory in its upper tusks which grow over 17" in length. Its scientific name means literally...those who walk (baino) with their teeth (odos).*

WBRE
TV Channel 28
WILKES-BARRE, PA.



Publi
DeSal

in IOWA:

KRNT-TV AGAIN Sweeps Ratings!

18 OUT OF TOP 20

9 out of top 10 Multi-Weekly Shows
9 out of top 10 Once-A-Week Shows

NEW A·R·B REPORT!

MULTI-WEEKLY		
1. 10:00PM News (Russ Van Dyke)	10:00PM	35.4
2. News and Sports (Russ Van Dyke-Al Couppee)	10:15PM	26.6
3. Art Linkletter	1:45PM	20.0
4. Bill Riley's Little Rascals	5:15PM	19.9
5. Captain Kangaroo	8:30AM	18.3
6. Guiding Light	11:45AM	16.8
7. Garry Moore	9:15AM	16.3
8. Local News (Paul Rhoades)	6:00PM	16.0
9. Doug Edwards News	6:15PM	15.9
10. Pinky Lee	4:00PM	15.9

ONCE-A-WEEK	
1. I Love Lucy	58.8
2. $64,000 Question	54.0
3. Ed Sullivan Show	49.1
4. What's My Line	45.7
5. Jack Benny	43.8
6. Lassie	43.0
7. Lux Video Theatre	40.5
8. December Bride	39.4
9. The Lucy Show	39.0
10. Person to Person	37.3

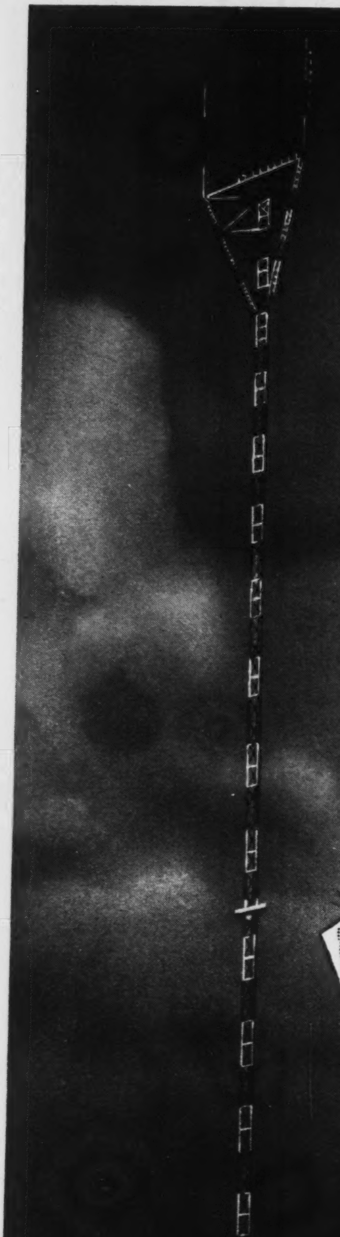
DES MOINES TELEVISION

KRNT CBS TV

CHANNEL 8 IN IOWA

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

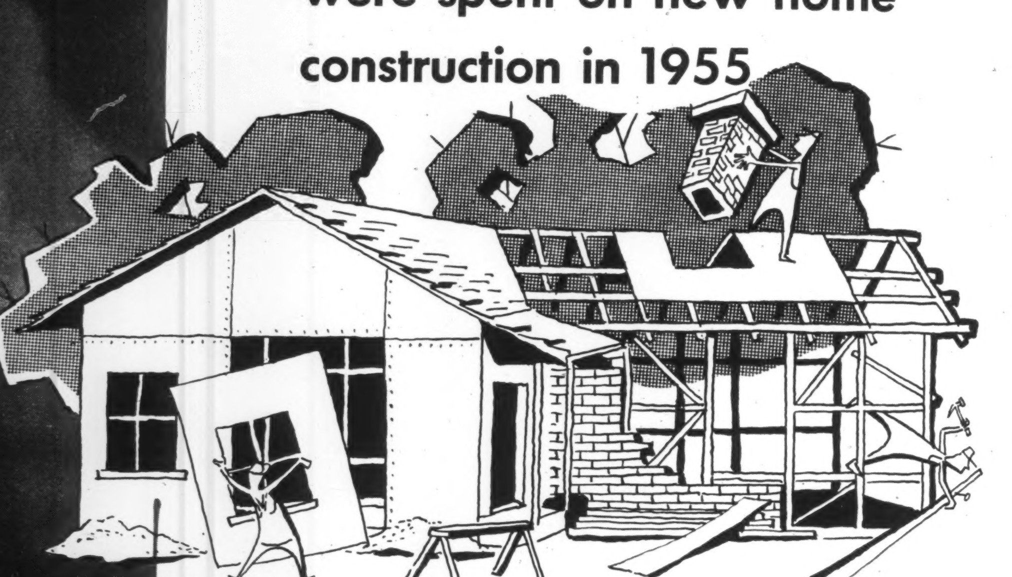


In the Top O' Texas market where

KRLD-TV,

Telecasting from Texas' Tallest Tower,
1685 feet above average terrain,

is the dominant sales medium, more than $224,059,000* were spent on new home construction in 1955



The Top O' Texas Market is 42 counties in which more than 2,250,000 people live who own in excess of 564,080 television sets. No other medium sells the Top O' Texas Market like KRLD-TV, Channel 4. *No other station in Texas has the coverage of KRLD-TV, channel 4.*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Source* Construction in Texas, Supplement to the Texas Business Review, Feb., 1956, and the Dallas Chamber of Commerce.

closed circuit®

10-YEAR PLAN? Bold "10-year plan" to make eastern U. S. all uhf will definitely be considered by FCC (see story page 27), but there's some question whether staff can prepare paper work in time for presentation at tomorrow's (Tuesday) meeting of Commission. Known to intrigue some members of FCC, plan envisions gradual transition to uhf of all of country east of New Orleans-Chicago line, mixture of vhf and uhf, with vhf predominant, west of line. Consideration of plan is not to exclusion of city-by-city appraisal of deintermixture prospects. Edward W. Allen Jr., FCC's chief engineer, reportedly is principal architect of 10-year project.

B•T

ESSENTIAL INGREDIENT in uhf "10-year plan" would be "crash" program to expedite all-band receiver manufacture outlined by FCC Chairman George C. McConnaughey at NARTB convention in Chicago last month. In addition to Westinghouse, which spontaneously got behind plan, number of other leading manufacturers have indicated to chairman their willingness either to go along or to explore prospects. Among these: RCA, Crosley and Zenith. Concerted effort on all-band sets, it's felt, is needed in light of general trend toward portable tv receivers, which, because they incorporate printed circuits and other automation are not adaptable to entire uhf-vhf range.

B•T

VITAPIX ON VERGE • Vitapix Corp. is urging member tv stations to clear prime time for biggest deal yet offered this station group—52 high quality RKO feature films to be played one per week. Each film, would run hour and half, would be sponsored by national advertisers in half-hour segments. Buyers reportedly are committed for two of each three half hours—if suitable clearances can be arranged. Films are special block kept out of RKO film library which was released to tv after Tom O'Neil bought film company.

B•T

TV SPOT billings for first quarter of this year will show slight drop below last quarter of 1955, but many of spot's biggest users increased their individual appropriations in same period. That's summary of second quarterly estimate of spot billings to be released next week by Television Bureau of Advertising. Full report will appear in B•T May 14.

B•T

IN THE WORKS • Reappointment of T. A. M. Craven to FCC may be sent to Senate this week by White House. Mr. Craven, who was FCC commissioner before going into consulting engineering practice, is considered allocations expert.

B•T

CHANGE of national station representative for KABC-AM-TV Los Angeles to The Katz Agency may be signed this week, to be effective June 1. It is in "gentlemen's agreement" stage now, Katz representatives having been negotiating with station last week. ABC's owned-and-operated outlet has been represented by Petry.

B•T

TEST FOR TOLL • Under preliminary study by International Telemeter, one of toll tv aspirants, is test service on wired basis in New York metropolitan area as means of determining public acceptance. Telemeter, subsidiary of Paramount Pictures, which owns substantial minority of DuMont, also is tied into Chromatic Labs in color tube development. Tests, which would include Chromatic color receivers, would entail substantial investment for AT&T cable, as well as receivers and coding equipment. Policy decision, it's understood, will be made shortly.

B•T

THIS WEEK should see at least two big station transactions consummated. Ready for signature is months-long transaction involving sale of ch. 11 KGUL-TV Galveston-Houston by Paul E. Taft and associates to J. H. Whitney & Co. for $4.5 million-plus [B•T, March 26, et seq*]. Also to be announced this week will be sale of WQAM, Miami regional, by* Miami Herald *to one of several dozen bidders. Latter transaction develops because of Cox-Knight-Trammell ownership of ch. 7 WCKT (TV) which is expected to begin operation next month with Cox's WIOD as surviving am station in group. WQAM sale price may be in half-million area, which would be close to record price for ABC affiliate in that size market.*

B•T

ANTITRUST INVESTIGATION • Independent tv producers, as well as advertising agencies, are being questioned by FBI in antitrust investigation of tv networks. That agencies were being visited by FBI men was learned earlier (story page 28), but late Friday it was established that probe had widened to include producers. What G-men are searching for is evidence supporting charges that network program and time control is throttling competition.

B•T

JUSTICE DEPT. investigations aren't confined to network field. Agents are keeping eyes on color tv developments, including patent situation and manufacturing. Attorneys as well as investigators in Justice's Antitrust Div.'s New York bureau have been making rounds of color laboratories.

B•T

FREE TIME • Top-level Federal study shows there are some 20 agencies of government sending out material to radio and tv (aside from that funnelled through Advertising Council). Some irritation has developed, however, because agencies are asking stations for verification of spots used, plus, in certain instances, value of time given. Matter has been brought to attention of Budget Bureau, which must approve questionnaires and has been taken up with NARTB to discover overall station reaction to such requests and how they might best be handled.

B•T

MAJOR PROJECT designed to bring television film producers and NARTB Tv Code enforcement program together may emerge from closed-door meeting in New York tomorrow (Tuesday). Alliance of Tv Film Producers, headed by Hal Roach Jr. and said to represent three-fourths of tv film production, will work out details of plan designed to solve many code problems at source. Film group will be particularly interested in programming standards of NARTB document.

B•T

BUSY BUYERS • All signs point to 1956 being record year on station transfers, both radio and tv. Quick check of records shows that since Jan. 1, approximately 225 station transfers have been consummated or are awaiting FCC approval. Of these, 35 are tv and 190 radio (am plus fm).

B•T

INTEREST of Gene Autry and Robert O. Reynolds in their prospective purchase of KYA San Francisco for $500,000-plus from J. Elroy McCaw and John D. Keating has "cooled considerably," but not because of agency man Robert Sherman's suit (story page 80). Delay in getting all business data they wanted on KYA is explanation Mr. Reynolds gives for reason why he and Mr. Autry will not press negotiations.

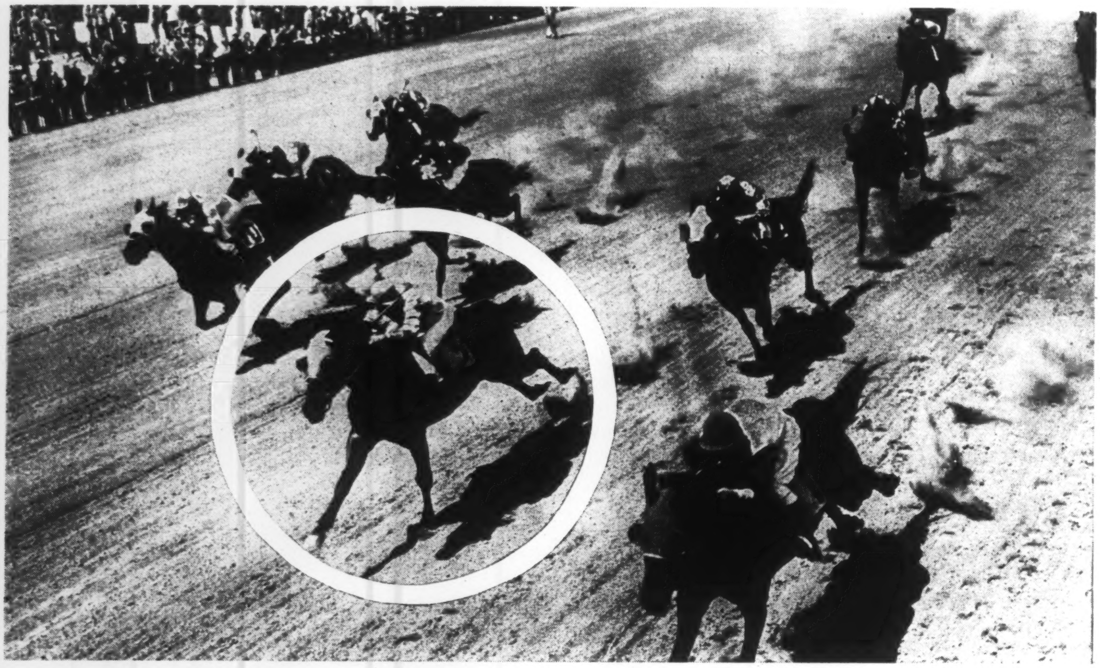
B•T

DODGE DEALING • Dodge Div. of Chrysler Corp., Detroit, in addition to renewing its *Lawrence Welk Show* (Saturdays, 9-10 p.m. on ABC-TV) for next season, is expected to sign for sponsorship of hour-long show weekly, Mondays, at 9:30-10:30 p.m. on same network. It will be variety show, possibly with Lawrence Welk emceeing this one too. Sale marks increase in billing for ABC-TV for next season, since Dodge will be sponsoring hour-long show weekly instead of sharing sponsorship (with American Tobacco) on half-hour *Danny Thomas* (Tuesdays, 9-9:30 p.m.). Grant Adv., New York, is agency for Dodge.

B•T

OFT-RECURRING report that WLS Chicago National Barn Dance *may be offered as film package was nearer fruition Friday. Fred A. Niles Productions, Chicago, plans to shoot first in series of 26 shows in mid-May, utilizing its "Camtronic" system electronically combining Dage live tv and Mitchell motion picture cameras. It will be half-hour program designed for national spot sale and syndication.*

It's happening fast . . . . in Minneapolis-St. Paul!



WDGY now in 2nd place . . .

. . . and coming up fast!

HOOPER SAYS:

WDGY 2nd among principal stations:

Station "A"	26.0%
WDGY	**16.3%**
Station "B"	15.7%
Station "C"	13.1%
Station "D"	9.0%

Hooper, March, 1956
7 a.m.-6 p.m., Mon.-Sat.

Spurred on by just 2 months of Mid-Continent ideas, music and news . . . WDGY has already shown its heels to three of the other principal radio stations in Minneapolis-St. Paul. Only out-dated surveys fail to reflect this rapid growth. More and more listeners are dialing WDGY . . . and more and more advertisers find it's rewarding to bet on WDGY, with its big 50,000 watt coverage—and its almost perfect-circle daytime signal. Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

NIELSEN SAYS:

Since last survey in NSI AREA

WDGY's share of audience

UP 93%

6 a.m.-6 p.m. Mon-Fri.
Jan.-March 1956

WDGY

50,000 Watts
Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Repeal of Equal Time Rule Advocated by Comr. Doerfer

FCC COMR. John C. Doerfer called for repeal of Sec. 315 of Communications Act (which requires broadcasters to give candidates equal time if any one of them is permitted use of facilities) in news interview aired Friday on WTMJ-TV Milwaukee. In response to newsman's question about possibility of Sec. 315 being relaxed, Mr. Doerfer said: "I think the Congress should repeal the section [Sec. 315], which requires that broadcasters give equal time to all political candidates. It sounds good but in practice it defeats the objective because anyone who qualifies as a political candidate would be entitled to equal time." He then referred to bogus candidates more interested in publicizing self or organizations in which they are interested.

Validity of Schick Free Trial Doubted by Trade Commission

SCHICK Inc. (electric razors), Lancaster, Pa., was cited by Federal Trade Commission last week for nationally-advertising 14-day free home trial and allegedly not requiring all its dealers to honor offer. FTC said customers, in some cases, were refused refunds or given them only after "considerable delay" and "persistent demand."

Complaint also charged Schick with redressing those razors returned after free home trial, at company's plant or in service shops, and re-offering them for sale as new and unused products. Same is true, complaint adds, of salesmen's samples and display and demonstration models.

Schick Director of Public Relations Cecil M. Arrowsmith told B•T firm knew nothing of government charges and had received no complaints from public about practices cited by FTC. Company has 30 days to file reply.

Shaver firm's advertising budget is $5-6 million of which nearly $3.5 million goes into alternate sponsorship of *Robert Montgomery Presents* on NBC-TV.

International Advertisers Differ on Local Production

DISAGREEMENT was voiced at International Advertising Assn. convention Friday by several broadcasting executives on whether sufficient attention is given to local Latin American markets regarding radio-tv commercial production. Saying much sales impact is lost south of border by having bulk of tv commercials produced in U. S. by international divisions of American agencies and read by "neutral-Spanish speaking" announcers with no regard for local dialect or accent, Arturo L. Chabau, vice president, Circuito CMQ-AM-TV Havana, and Arnoldo E. Mircowicz, of Buenos Aires (Argentina) packaging firm of Agart & Casado Sastre, called for more "local production."

Opposition was voiced by Goar Mestre, CMQ president, and Adam J. Young Jr., president, Young International Ltd. (station representative), who said such local production—in final analysis—would be far too costly, thus limiting duration and impact of campaign. Said Mr. Mestre: Advertisers with small budgets must either stick to "neutral Spanish" or not use tv at all.

TV BY MOONLIGHT

RCA Friday demonstrated new tv camera tube which can pick up clear pictures in light as little as that of cloudy moonlit night. New tube, called "wide-spaced television image orthicon," was shown at dedication ceremonies of RCA Moorestown, N. J., engineering plant. Theodore A. Smith, vice president-general manager, RCA Defense Electronics Products, said tube could be used in ordinary camera, would be made available to commercial telecasting. It is 5-10 times more sensitive than RCA tubes produced heretofore.

Discussion was part of panel session on Latin American broadcast advertising during IAA convention (see page 29). Other points discussed: Revival in Cuba of "cinema commercials" following advent of tv (tv has awakened advertisers to product demonstration); gain in broadcast ethics and other programming aspects (Peruvian listeners demand—and get—up to 18 radio "soap operas" a day).

Louis Cowan Dubbed V. P., Heads CBS Creative Services

LOUIS G. COWAN, tv program producer and since last August program supervisor at CBS-TV, named vice president-creative services for CBS Inc., newly-created post, CBS President Frank Stanton is announcing today (Mon.).

Mr. Cowan's new post is at top creative and executive level. He is to be responsible for assisting "executive, operating and service management" of CBS to obtain "maximum effectiveness in each of the company's operating divisions having to do with creative product," according to Dr. Stanton.

Probers, Film Men to Meet

NEXT major meeting between industry groups and FCC's network study staff scheduled May 17 in Washington with group of television film producers and distributors. Group includes Screen Gems, TPA, Guild Films, Official Films and Ziv, all represented by Harry M. Plotkin, former FCC assistant general counsel. Today network group meets with M. L. (Duke) McElroy, media and research vice president of Assn. of National Advertisers, to set up future full-scale meeting with ANA members. Earlier last week, network staff met with CBS-TV Affiliates Advisory Committee (Howard Lane, KOIN-TV Portland, Ore., chairman), and with Committee for Competitive Tv (uhf promotion-lobby organization).

Senate Probes Affiliations

SENATE Commerce Committee will hear pro and con witnesses on subject of tv network affiliation practices at three-day session Monday-through-Wednesday, May 14-16, in room G-16 at Capitol. Networks themselves will be heard on affiliation policies in early June, under present plans.

• BUSINESS BRIEFLY

SAFETY SPOTS • Gulf Oil Corp., Pittsburgh, planning public service 20-second announcements cautioning drivers to be careful during Memorial Day weekend. Spots will run day before and through weekend in about 100 radio markets. Young & Rubicam, N. Y., is agency.

MARGARINE BUYS • J. H. Filbert Inc. (Mrs. Filbert's margarine), Baltimore, planning eight-week radio spot announcement campaign starting May 21 in 15 to 20 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

ZEST TEST • Procter & Gamble's new deodorant soap, Zest, understood expanding test run via tv spot in New England. Campaign to run usual P & G undetermined length. Agency: Benton & Bowles, N. Y.

SIGNING PENDS • Reynolds Tobacco Co., Winston-Salem, expected to sign for portion of sponsorship of *Wire Service* on ABC-TV, Thursdays, 9-10 p.m., starting in fall. William Esty & Co., N. Y., is agency for Reynolds.

MASON IN FOR GODFREY? Although decision not yet final it looks as though *Perry Mason* show will occupy Wednesday 8-9 p.m. period on CBS-TV. Arthur Godfrey, however, reportedly is unhappy about dropping out of—and is anxious to return to—that time.

NEW SHOW FOR REYNOLDS • Reynolds Metals Co. almost set to sponsor *Circus Boy* on NBC-TV next season in Sunday 7-7:30 p.m. period, replacing *Frontier*. Agency: Buchanan & Co.

JAZZ FOR TIME • U. S. Time Corp., N. Y., negotiating with NBC-TV for Saturday 5:30-6 p.m. period to start in fall with "jazz concert type" show created by Sylvan Taplinger, tv-radio director of Peck Adv., N. Y. Peck is agency for U. S. Time.

GE ON TUESDAY • General Electric will definitely occupy 9-9:30 p.m. time Tuesdays on CBS-TV this fall, but has not yet set show. Young & Rubicam, N. Y., is agency.

UP FOR GRABS • General Motors' Frigidaire, through Kudner Agency, N. Y., understood willing to give up alternate weeks of Edgar Bergen show, *Do You Trust Your Wife?*, to another sponsor. Show is on CBS-TV at 10:30-11 p.m. Tuesdays, following *$64,000 Question*.

NEW SPONSORS • *Life* magazine and Miles Labs replacing Plymouth as sponsors of John Cameron Swayze *News Caravan* on NBC-TV five times week, 7:45-8 p.m. Young & Rubicam and Geoffrey Wade Adv. represent *Life* and Miles Labs, respectively.

QUIZ FOR MENNEN • Mennen Co. (men's toiletries), Morristown, N. J., expected to buy alternate weeks of new quiz program, *High Finance*, slated for 10:30-11 p.m. Saturday on CBS-TV. Agency: Grey Adv., N. Y.

Having a wonderful time **WHEN**-radio
Wish you were here...

Phone **KATZ** for Reservations

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Triangle Buys RKO Films, C&C Buys Triangle Time

CONTRACT by which Triangle Publications' tv stations acquired rights to 740-film library of RKO Radio Pictures from C&C Super Television Corp. calls for Triangle to pay total of $2,875,000 in cash on month-to-month basis over period of five years, it was reported Friday. At same time, C&C Super agreed to buy, over same five-year period, $1 million in advertising on Triangle stations and pay cash at card rates, subject to stations' approval of products and/or services to be advertised in time thus bought. Explanation was made to clarify B•T's earlier report of transaction, which indicated stations were giving $1 million in spot time as part of deal [AT DEADLINE, April 30]. Triangle stations—WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., WFBG-TV Altoona, Pa.—get unlimited use of library for 10-year period.

Tall Tower, Site Move Approved for KGEO-TV Enid

SECOND of so-called "tall-tower" tv cases was decided by FCC Friday when Commission, in affirming hearing examiner's initial decision, granted KGEO-TV Enid, Okla., transmitter-site change and increase in tower-height from 816 to 1,356 ft. above ground. KGEO-TV's tall-tower bid is one of three attacked by U. S. Dept. of Defense because proposals allegedly would cause increased hazards to air navigation. FCC already has approved 1,610-ft. tower for KSWS-TV Roswell, N. M. Still in hearing is application of WSLA (TV) Selma, Ala., seeking 1,993-ft. tower.

KGEO-TV grants were voted 6 to 1 (Comr. Lee dissenting), paving way for station's move from present location (9.5 miles east of Enid) to point 31 miles southeast of Enid. Opponents of move had charged KGEO-TV was in effect "straddling" by attempting to locate itself equidistant between Enid and Oklahoma City.

WHOL, Off 1230, Asks 1600

WHOL Allentown, Pa., scheduled to cease operation on 1230 kc May 9 due to commencement of WEEX Easton, Pa., on that frequency (see story page 74), on Friday filed application with FCC asking for 500 w, daytime, directional antenna, on 1600 kc. At same time it asked for special temporary authority to begin 1600 kc operations with 250 w non-directional using present facilities.

Three Get FCC Green Light

WITI-TV Whitefish Bay (Milwaukee), Wis., Friday requested and received FCC authority to commence commercial operation on ch. 6, starting on limited basis (four hours per day) and swinging into fulltime operation on May 21. Also receiving Commission approval to begin operation were ch. 3 WRGP-TV Chattanooga, Tenn., which expected to go on air yesterday (Sun.), and ch. 24 WTVE (TV) Elmira, N. Y., a November 1954 hurricane casualty, which planned to return to air yesterday after 18 months of darkness. WTVE has application pending to switch to drop-in ch. 9 Elmira, and three other groups are seeking that vhf facility.

TURNABOUT

NBC-TV reportedly has obtained services of Eddie Cantor for what is claimed to be "his first serious role in any medium." Mr. Cantor understood selected for leading role on NBC-TV's presentation of "George Has a Birthday" on network's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT) on June 11.

Candidate Threatens to Sue Tvs for 'Suppressing' Film

FLORIDA gubernatorial candidate Peaslee Streets Friday threatened to sue 13 television stations in state for refusing to carry filmed interview with rape victim. He said stations had conspired with Gov. Leroy Collins to suppress telecast (Gov. Collins had commuted death sentence of one of four men charged with raping Groveland, Fla., woman in 1949). Mr. Streets said he had written FCC asking investigation of stations.

WGBS-TV Miami carried interview Wednesday. Station spokesman later declared he had not realized subject matter before telecast. Other stations rejected film as in "bad taste." Asst. State Attorney Donald MacKenzie said stations could not legally carry such program as law forbids identifying rape victims in any way, and though name was not used, "picture would identify her."

KITO Sold for $150,000

SALE of KITO San Bernardino, Calif., for $150,000 was disclosed Friday when application was filed for FCC approval. Seller: KITO Inc. Buyer: Continental Telecasting Corp. (KRKD-AM-FM Los Angeles). KITO (1290 kc, 5 kw), ABC affiliate, has been on air since 1947. Purchasing group includes Arthur B. Hogan and Albert Zugsmith, co-owners of Albert Zugsmith Corp. (36⅔% of Continental), media broker-station owner (50% of KULA-AM-TV Honolulu); Richard C. Simonton (36⅔%) and Frank Oxarart (26⅔%), who each own 25% of Honolulu stations. Mr. Oxarart also owns 50% of KDON Salinas, Calif.

DuMont Stockholders Meet

ANNUAL stockholders meeting of Allen B. DuMont Labs to be held this morning (Mon.) at Clifton, N. J., first under aegis of David T. Schultz, president of labs since Jan. 3 and formerly executive vice president of Raytheon Mfg. DuMont for first quarter reported loss of $79,000 on sales of $11,645,000 after federal income tax carryback of $149,000 as compared to $27,000 loss on sales of approximately $16 million for corresponding period last year. Stockholders will be asked to approve re-election of current slate of directors and stock option to Mr. Schultz of 25,000 shares of stock at fair market price as of Jan. 3.

WMUR-TV Appoints Forjoe

WMUR-TV Manchester, N. H., has appointed Forjoe-Tv Inc. as national representative.

PEOPLE

JAMES M. MATHES, president, J. M. Mathes, N. Y., elected to new post of chairman of board, and W. T. Okie, vice president and director, elected president. Mr. Mathes founded agency in 1933 after serving as vice president of N. W. Ayer & Son, Phila. Mr. Okie, also with agency since 1933, elected vice president in 1944 and director in 1945.

JACK MORGAN, assistant sales promotion manager, Vicks Chemical Co., to Grey Adv., N. Y., as assistant account executive on GE flashbulbs. **ROBERT WOLFE,** formerly with Kenyon & Eckhardt, N. Y., to radio-tv department, Grey Adv., as west coast production representative.

MRS. ALLENE BIGGS, secretary-treasurer of Monarch Air Conditioning Co., appointed administrative assistant to John F. Box Jr., executive vice president of Bartell group of radio-tv stations, with headquarters in Phoenix.

RUSSELL K. MAC DOUGAL, 56, vice president at Young & Rubicam, Chicago, died Thursday. Before joining Y & R, he was account executive with N. W. Ayer & Son, Chicago and Detroit, for 18 years. Funeral services were held in Chicago Saturday. Survivors are his wife, Elizabeth; son, Mark, and daughter, Joan.

LAURENCE J. JAFFE, research director at Erwin, Wasey & Co., N. Y., appointed vice president of agency. He continues as research director. Before March 1955 he was with McCann-Erickson, Ted Bates and Dancer-Fitzgerald-Sample.

ANTONY ELLIS, producer-director, CBS Radio's *Suspense* program, named producer in Hollywood for *CBS Radio Workshop,* succeeding William Froug, newly elected vice president in charge of network programs, CBS Radio, Hollywood [B•T, April 30].

ANA to See Ampex Tape

FIRST OPPORTUNITY for national advertisers to see Ampex Corp.'s new tv tape recorder in action is scheduled by CBS for May 17 at western conference of Assn. of National Advertisers at Del Monte Lodge, Pebble Beach, Calif. Howard S. Meighan, CBS-TV western division vice president, will be banquet speaker on topic "Videotape and You."

Frown for 100-Watter's Boost

FCC HEARING EXAMINER recommended Friday that Commission deny application of WSDR Sterling, Ill. (1240 kc), seeking increase in power from 100 to 250 w. Examiner Annie Neal Huntting, in initial decision, ruled benefits to be derived from WSDR's 250-w proposal—new daytime primary service for 22,650 people and new nighttime service for 3,800 people—would be outweighed by proposal's inherent disadvantages: objectionable interference would be caused to five existing am stations.

Coar Decision Pends

DECISION on future employment of Robert J. Coar, coordinator of Joint Senate-House Recording Facility, will be made by Senate leadership sometime this week, Felton M. Johnston, secretary of Senate, said Friday on his return from funeral of Sen. Alben Barkley (D-Ky.). Mr. Johnston said he planned to confer with leadership and "lay the facts before them" for decision. Mr. Coar's wife, Helen, was fired Tuesday as studio director of facility on grounds she and husband operate private firm doing "identical" work (story page 72).

the week in brief

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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STING

FIRST

Broadcasting • Telecasting (again in 1955) carried more pages of radio-tv advertising than all other vertical publications in its field combined.

SECOND

Broadcasting • Telecasting (again in 1955) was second in the newsweekly field:

Business Week	5663	pages
B•T	3832	"
Time	3302	"
U.S. News & World Report	3020	"
Newsweek	2954	"

FOURTH

Broadcasting • Telecasting (again in 1955) was fourth among all* national weekly magazines in total advertising pages:

Business Week	5663
New Yorker	4529
Life	4398
B•T	3832
Sat. Eve. Post	3687
Time	3302

BROADCASTING
TELECASTING
Our
25th
Year

** excludes industrial journals*

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W.
Washington 6, D. C.

CAPITAL TYPES #27

THE DOG LOVER

Slows down at hydrants even when walking alone. Has easy exit line from cocktail parties, late work at the office, and double feature movies: "Have to get home and Feed the Animal." Meets the most fascinating people at the ends of leashes. Scornful of Lassie, Rin Tin Tin, and Albert Payson Terhune. Perpetually smells of mange cure.

And, in Washington, a perpetual favorite with advertisers who want results is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

DODSWORTH

ONLY the publicity people at American Express Co., that venerable institution dedicated to the lofty principle of fostering international goodwill through tourism, could have objected to tv's version of "Dodsworth" (*Producers' Showcase*) a week ago today (Monday). Surely, exposing millions of U. S. televiewers to Sinclair Lewis' devastating tome on the manners and mores of a couple of Midwestern innocents abroad—particularly those concerning that nasty word s-e-x—was not in the best interest of the company's current efforts to promote travel abroad.

Aside from this, one would have to look far and hard to find fault with the 90-minute spectacular. In a brilliantly-adapted version of the book (out of Mr. Lewis and Sidney Howard, who staged it in the 'thirties), scripter David Shaw did the NARTB Code one better by leaving the dénouement of divorce untouched. Furthermore, the entire play was beautifully performed by Fredric March, Claire Trevor, Geraldine Fitzgerald and a cast of lesser (but by no means less competent) actors and crackled from beginning to end with a vitality all too rare in this medium. A good deal of the credit for this should go to Producer-Director Alex Segal, whose conspicuous absence from television this past year has been sorely felt in this corner. Welcome back, Mr. Segal. You've been overdue.

Technically, "Dodsworth" was cast in some of the best color shades yet seen on a dramatic program, and was handsomely trapped in Otis Riggs' splendid settings. Save for some minor technical fluffs, e.g. overmobile NBC-TV cameras, too-pronounced lighting contrasts, it was one of the most satisfying tv productions viewed in months.

Production costs: Approximately $150,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt, N. Y., every-fourth-Monday, 8-9:30 p.m. EDT on NBC-TV.

Script: David Shaw (based on book and play by Sinclair Lewis and Sidney Howard, respectively); producer-director: Alex Segal; production supervisors: Donald Davis and Dorothy Mathews; assoc. supervisor: Andrew McCullough; assoc. director: Dean Whitmore; produced by Showcase Productions live from Burbank, Calif.; settings: Otis Riggs; music: George Bassman.

Cast: Fredric March, Claire Trevor, Geraldine Fitzgerald, Regis Toomey, Stephen Bekassy, Robert Boon, Tom Cound, Dick Elliott, Janine Grandell, Celia Lovsky, Grazia Narciso, Frank Puglia, Barbara Robbins, Olive Sturgess, William Swan, Geoffrey Toone and others.

THE RETURN OF HALLEY'S COMET

THE YOUNGER generation, sophisticated citizens of the atomic age, must have been puzzled at the story reported on *You Are There* on CBS-TV a week ago yesterday [Sunday], when that program took its viewers back 45 years to May 18, 1910, and the return of Halley's comet.

That night the earth was to pass through the tail of the comet and although scientists were sure there would be no ill effects, others were not so sure. Churches were thronged at services that went on continuously, day and night; a murderer confessed to an unsolved crime; pitchmen sold devices of protection against the "deadly gas" at fantastic prices; the superstitious thought the event might foretell the end of the world. Most people, neither wholly scientific nor superstitious, awaited the night with interest not unmixed with awe.

Recreating that day, *You Are There* took its viewers for a talk with astronomers at Yerkes Observatory, to St. Patrick's Cathedral, to the sidewalks of Galveston, Tex., and the mines of Leadville, S. D., to a comet party on Park Ave. and to the meeting of a religious cult in Oklahoma's Glass Mountains. Science, religion, fear, superstition and mockery—typical human approaches to any unusual occurrence—all were vividly reported.

Sponsored by Prudential Insurance Co. of America through Calkins & Holden on CBS-TV, Sun., 6:30-7 p.m. EDT.

Executive producer: Robert Sparks; producer: James Fonda: writer: Jack Bennett: director: Buzz Kulik.

73 SECONDS INTO SPACE

ALTHOUGH its theme was timely and interesting—the rocket research leading to the man-made Earth satellite soon to be launched—*Armstrong Circle Theatre* went out of its way to make the production inferior.

From the very beginning the combined *You Are There* and *Robert Montgomery Presents* techniques produced a phoniness hard for the viewer to overcome; omnipresent John Cameron Swayze alternately boomed queries from out of nowhere and narrated the background to some of the frustrating scientific experiences. With these handicaps the cast's attempts at casualness had exactly the opposite effect.

Technically, too, parts of the show were inadequate. At several points the picture was so overexposed as to be almost indistinguishable.

Basically Armstrong's idea was a good one and it is conceivable that a better production will someday be built around it. It is hoped, however, that the next will be more factual and less theatrical than its predecessor.

Production costs: Approximately $40,000.

Sponsored by Armstrong Cork Co. through BBDO, on alternate weeks, Tues., 9:30-10:30 p.m. EDT on NBC-TV.

Writer: Irve Tunick; director: William Corrigan; producer: Robert Costello.

Cast: James Daly as Milt Rosen, Biff McGuire as Pres Layton and Pat McVey as Pat Murphy.

BOOKS

A MANUAL OF COPYRIGHT PRACTICE, by Margaret Nicholson. Oxford University Press, 114 Fifth Ave., New York 11, N. Y. 273 pp. $6.50.

THE AUTHOR stresses in the preface to this second edition of her book that it is "a book for the author, editor, agent, permissions department, publisher and his secretary—for anyone in the literary world who wants to know what to do in a specific situation involving copyright. . . . The articles on copyrighting works not directly related to the literary world—music, motion pictures, television, radio, prints and labels, art, and architecture—are 'for the record' and considered only in their possible connection with book publishing." True to her word, she holds the chapter on radio and television to a page and a fraction. Within its clearly defined limits, this is a valuable book for quick reference on copyright problems, particularly if the reader heeds its emphatic advice: in case of copyright trouble, consult a copyright lawyer.

2 heads are better than 1

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Mon.-thru-Fri. Shows.

(ARB, Portland, February 1956)

HIGHEST TOWER

MAXIMUM POWER

EVEN GREATER LEADERSHIP OUTSIDE PORTLAND

Check this Salem, Oregon 1956 ARB Metropolitan Area Report—

Oregon's third-largest population center, Salem is the state capitol and located some 45 air-line miles from Portland.

- **All three Portland stations are received almost equally well.**
- **But which channel does Salem watch most?**

86% watch KOIN-TV *most* before 6:00 p. m.
86% watch KOIN-TV *most* after 6:00 p. m.

- **MORE PROOF KOIN-TV IS YOUR BEST BUY IN THE OREGON MARKET**

KOIN-TV

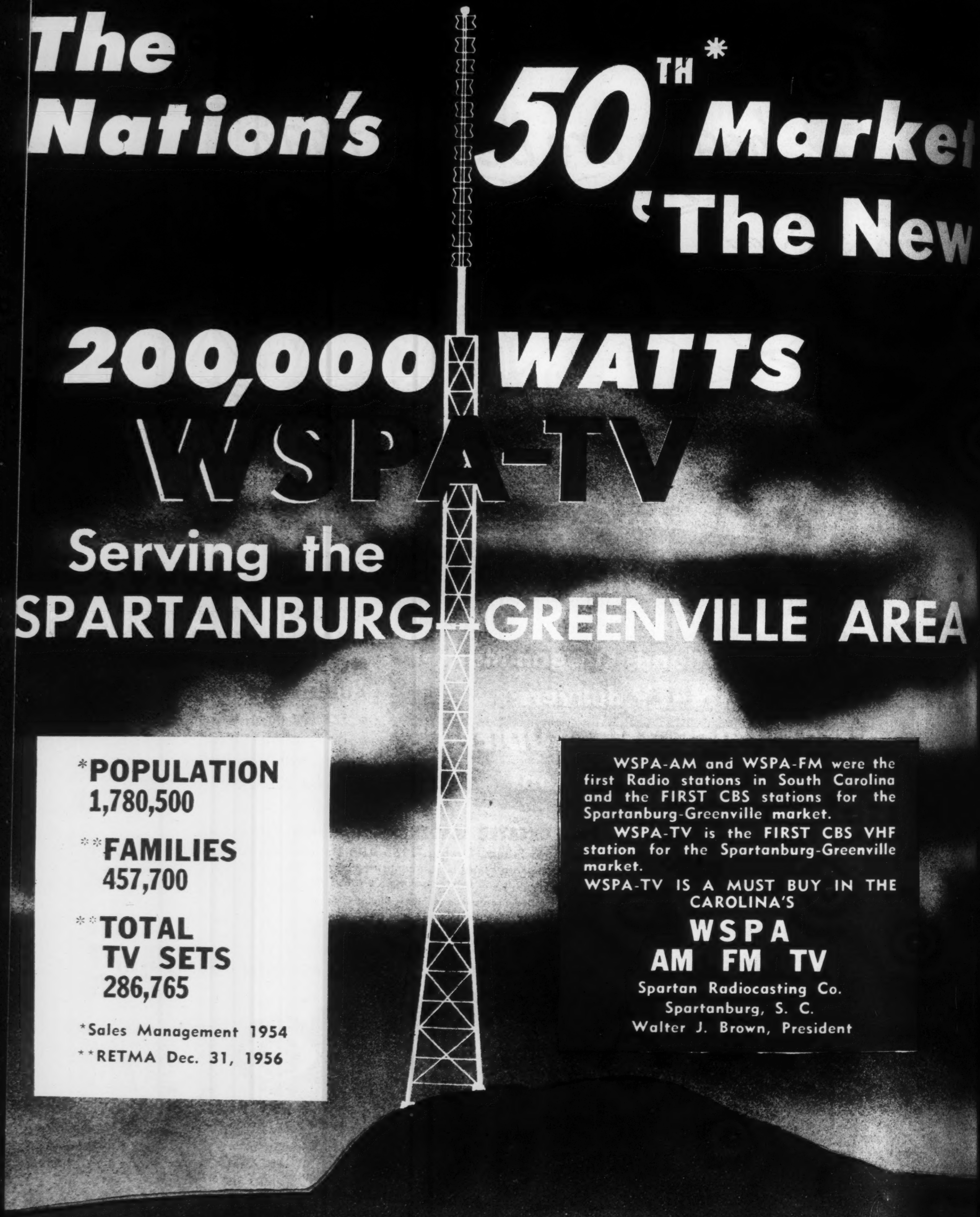
Channel 6—Portland, Oregon

THE **BIG** MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

The Nation's 50TH* Marke

'The New



200,000 WATTS

WSPA-TV

Serving the SPARTANBURG—GREENVILLE AREA

***POPULATION**
1,780,500

****FAMILIES**
457,700

****TOTAL TV SETS**
286,765

*Sales Management 1954
**RETMA Dec. 31, 1956

WSPA-AM and WSPA-FM were the first Radio stations in South Carolina and the FIRST CBS stations for the Spartanburg-Greenville market.

WSPA-TV is the FIRST CBS VHF station for the Spartanburg-Greenville market.

WSPA-TV IS A MUST BUY IN THE CAROLINA'S

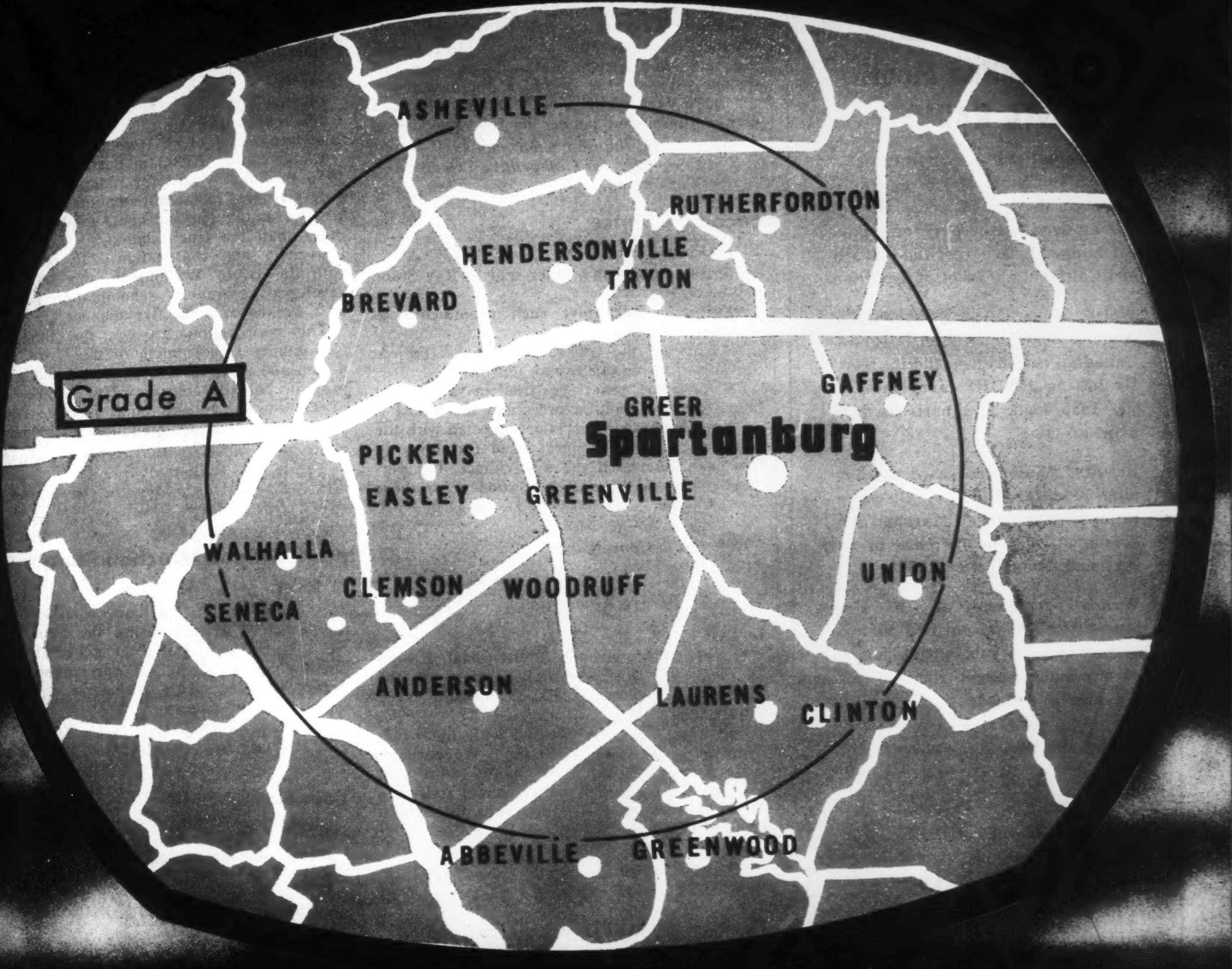
WSPA
AM FM TV

Spartan Radiocasting Co.
Spartanburg, S. C.
Walter J. Brown, President

National Representatives
Geo. P. Hollingbery

Presents CBS TELEVISION In ...

Picture In The Piedmont



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RUTHERFORDTON
HENDERSONVILLE
TRYON
BREVARD
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GAFFNEY
GREER
Spartanburg
PICKENS
EASLEY
GREENVILLE
WALHALLA
CLEMSON
WOODRUFF
UNION
SENECA
ANDERSON
LAURENS
CLINTON
ABBEVILLE
GREENWOOD

WSPA TV 7

* CBS Report to FCC Dec. 31, 1955

CASE HISTORY—FRUIT

BRITISH COLUMBIA

1500 MILES
To 7 Million Mouths
VIA RADIO

It's a long "pull"—1500 miles—for British Columbia McIntosh Apples to reach the Los Angeles Market. It's an even longer pull for a modest budget to sell the huge Southern California Market of 7 million.

Welsh, Hollander & Coleman, Los Angeles advertising agency for the Canadian cooperative, did it! How? By letting RADIO carry most of the 1955 load, and buttressed by point-of-sale!

Results: "Sales increased a whopping 50%, far exceeding all expectations" says broker Marshall Anderson . . . at *no* increase in advertising budget over 1954!

Writes agencyman A. M. Hollander: "KBIG is entitled to take a bow, since a substantial portion of our radio budget went to you. We also appreciate the close liaison you maintained with chain buyers and the plugs given on your 'Homemaker News'. Your selling job next season will be a cinch!"

Huge, sprawling, rich Southern California can be sold *best* by radio . . . KBIG plus other fine stations if, like B C Macs, you want dominance; KBIG alone, if you want greatest coverage at lowest cost-per-thousand listeners.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 5-3205
Nat. Rep. WEED and Company

OPEN MIKE

Read and Ponder

EDITOR:

I read with considerable interest your very fine editorial entitled "Promise and Fulfillment" [B•T, April 23]. I particularly want to commend you for pointing up so graphically the heart of the real problem. When you say the FCC must act with dispatch in its area of responsibility—allocations—and that it cannot solve anything by sitting on its hands, you hit the real cause of the continuing allocations problem. Prompt and decisive action is necessary if all-channel television is to become a reality.

Without question, the FCC must now decide whether we are to have a nationwide competitive television system. Their decision on this matter will chart the future of our industry.

I hope every FCC Commissioner will read your editorial and ponder its full significance.

John G. Johnson, Chairman
Committee for Competitive Television
Washington, D. C.

Second Chance

EDITOR:

Here is a copy of a letter sent to Ray Stone of Maxon Inc.

"I'm glad B•T gave such prominence to your fm study [April 16].

"As one of the frustrated fm guys, I'd appreciate receiving one or two reprints.

"Some of us, years ago, tried in vain to get help from the manufacturers and the industry.

"Your shop and everyone connected with the study ought to be congratulated for doing it. Too bad we missed the first chance, but perhaps there will be a second chance for those who survived."

M. S. Novik
Radio Consultant
New York City

Thanks From Kiwanis

EDITOR:

On behalf of Kiwanis International, I want to thank you for carrying the story on the Kiwanis observance of National Radio Week [B•T, April 23].

We were especially pleased with the headline, "Kiwanis to Boost Radio." We consider it a privilege to be able to "boost radio" and to thank radio men for the wonderful assistance they have rendered Kiwanis clubs throughout the years.

O. E. Peterson, Secy.
Kiwanis International
Chicago, Ill.

Records and Radio

EDITOR:

. . . When the infant radio broadcasting industry first began to take its place in the sun, the record companies moaned and groaned that this was the end of the world for them. Instead, they have grown fat and prosperous —because radio stations boomed their music at the public day and night from one breadth of this land of ours to the other, reaching into the farthest nooks of the hinterlands, selling the public "music on records." . . . Once record companies begged announcers to plug their recordings.

But what has actually happened? The big boys sitting at the desks of these record companies now have waved their diamond-encircled fingers and decreed that, henceforth, radio stations would have to pay for these records—and plug these records at the expense of the radio stations. Oh yes, they dressed their dictatorial demands up in fancy finery, and said the radio station was just paying the cost of postage and mailing! . . .

There aren't so many stations that the record companies could not afford to give each station one of each of their releases . . . We can lick the problem! If owners, station managers, program directors, and announcers got together and played *only* the recordings that the companies *gave* them *free*—or turn to transcription services—then we would improve the situation *fast!*

Jack Shefrin
KMAP Bakersfield, Calif.

Peabody Ambiguity

EDITOR:

In your April 16 issue of B•T you have an article concerning awards that may leave a false impression which I would like to correct.

Radio station KIRO in Seattle received the 1956 Peabody Award for radio public service programming. In the presentation the following quote is ambiguous and could imply something other than the true relationship between the University and the station: "In cooperation with the U. of Washington, this station has developed community rehabilitation programs in a unique and effective manner."

The cooperation between the Bureau of Community Development of the U. of Washington and the station is purely around a radio program called *Democracy Is You.* The work of community rehabilitation is done entirely by the Bureau of Community Development.

Jack E. Wright, Director
U. of Washington
Bureau of Community Development
Seattle, Wash.

KLAC's Spot Merchandising

EDITOR:

. . . Just to let you know what an impact this article ["Merchandising the Spot," B•T, April 2] hit with, I now have had three different requests asking for our complete merchandising plan. This, of course, is the sincerest form of flattery.

Felix Adams, Gen. Sales Mgr.
KLAC Hollywood, Calif.

You Name It

EDITOR:

Please send us 100 copies of "You Name It —Radio Can Sell It."

H. W. Cassill, Mgr.
KTRI Sioux City, Iowa

EDITOR:

It's as good as I thought it would be. It gave our local J. C. Penney manager an idea for a promotion—naturally he will use radio for it.

Send 100 copies for me to send to 100 of our accounts.

Joe Milsop, Mgr.
WCPA Clearfield, Pa.

EDITOR:

Please send four copies . . .

H. M. Solomon, Mgr.
WNBH New Bedford, Mass.

[EDITOR'S NOTE: Copies of the eight-page collection of success stories about 81 radio campaigns put on by local retailers, reprinted from B•T, Sept. 19, 1955, and referred to in the above three letters are available at 25 cents a copy or $15 a hundred.]

New ARB Area Audience Report for Nashville & 87 Surrounding Counties Puts

WLAC-TV FIRST

in twice as many quarter-hour segments as the other two Nashville stations combined!

Things have really changed in the Nashville area. The WLAC-TV Coverage Girl is now first in eye-appeal too! ARB's Area Report (March 8-14, 1956) puts WLAC-TV 'way out front with 309 quarter-hour wins (and 4 more ties for first) out of 448 segments covered.

Whether you buy by power (maximum), tower (1,365′ above average terrain), geography (87 counties in 4 states), tv homes (384,173) or ratings (first in 309 segments, tied for first in 4, second in 110, third in 25), WLAC-TV gives you the most by all yardsticks. Documented proof available upon request.

The South's Great
Multi-Market Station

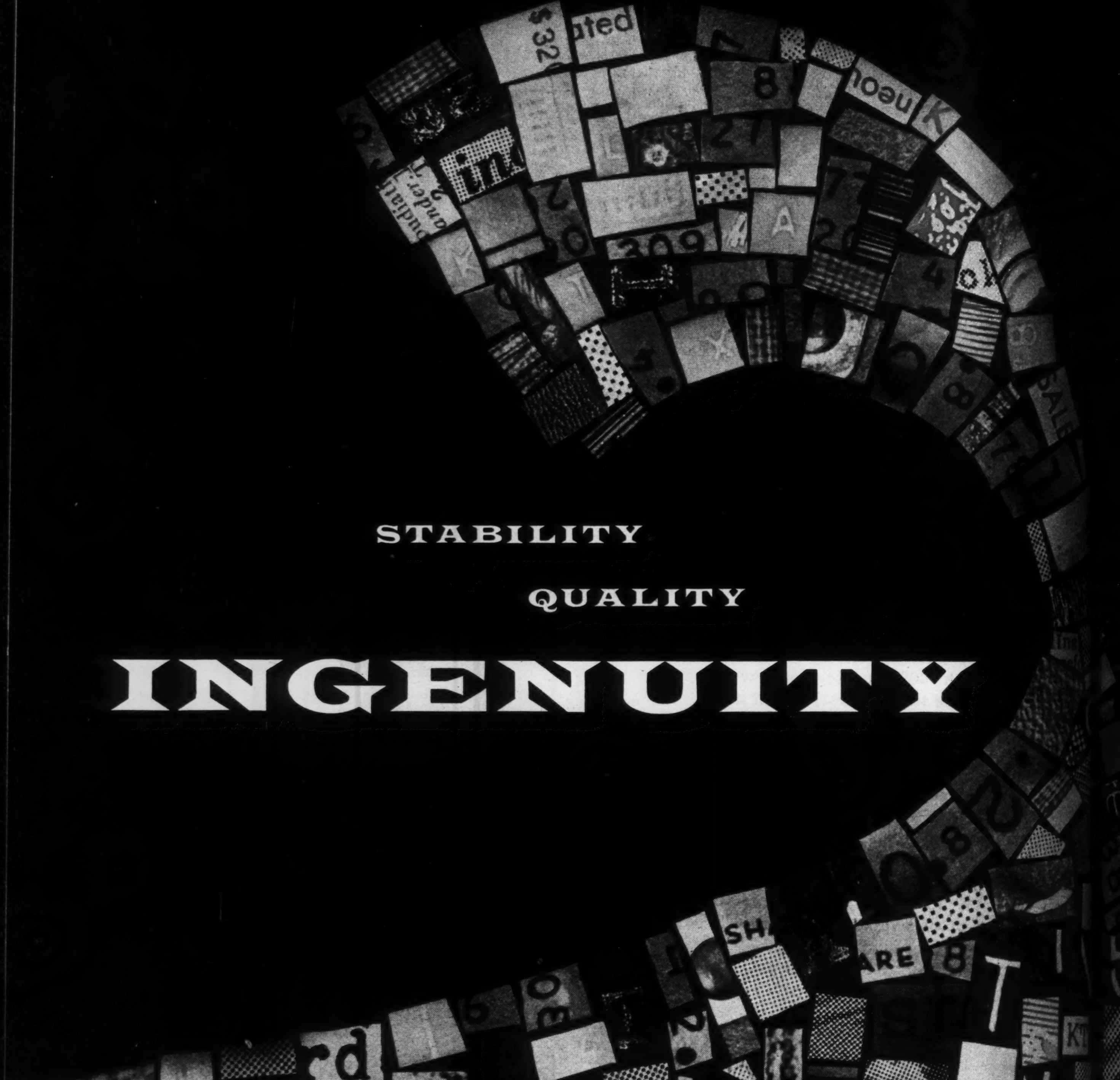
WLAC-TV Ch 5
NASHVILLE, TENN.

CBS Basic Required

T. B. Baker, Jr.
Executive Vice-President
and General Manager

Robert M. Reuschle
National Sales Manager

The Katz Agency
National Representatives



STABILITY

QUALITY

INGENUITY

It doesn't require a great deal of ingenuity to sell the chainbreak next to Ed Sullivan . . . the ID adjacent to Perry Como . . . or practically any high-rated Class AA spot on a major network, major market station.

But it takes a whale of a lot of it to sell *against* them . . . and that's where our story starts.

The creative sales-record that has been Raymer-made on KTLA-Los Angeles – an independent station in a hotly-competitive 7-station market – literally *shouts* salesmanship.

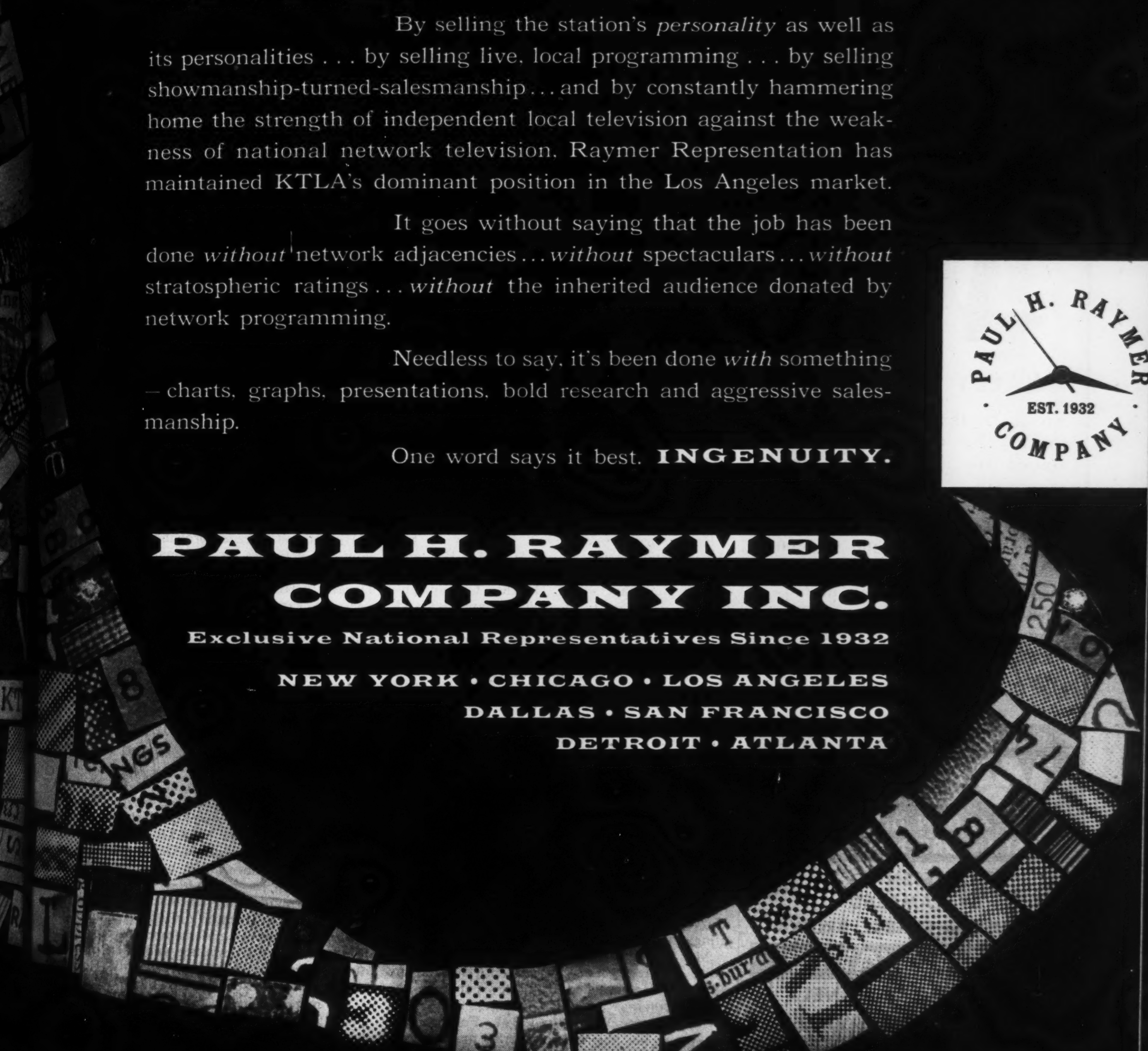
By selling the station's *personality* as well as its personalities . . . by selling live, local programming . . . by selling showmanship-turned-salesmanship . . . and by constantly hammering home the strength of independent local television against the weakness of national network television, Raymer Representation has maintained KTLA's dominant position in the Los Angeles market.

It goes without saying that the job has been done *without* network adjacencies . . . *without* spectaculars . . . *without* stratospheric ratings . . . *without* the inherited audience donated by network programming.

Needless to say, it's been done *with* something – charts, graphs, presentations, bold research and aggressive salesmanship.

One word says it best. **INGENUITY.**

PAUL H. RAYMER
COMPANY
EST. 1932



PAUL H. RAYMER COMPANY INC.

Exclusive National Representatives Since 1932

NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World

WALLY MULLINAX

No. 1 rhythm and blues personality for Greenville's No. 1 station for coverage and programming.

Wally has conducted "Ebony Swing Club" from 1:00 to 3:00 P.M. daily on WESC for EIGHT years . . . proof positive of listener loyalty and response. Ratings . . . TOPS! WESC offers 27 PRIMARY COUNTY COVERAGE.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.
REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN
5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

our respects

to FRANK MERRILL LINDSAY JR.

IN THE ANNALS of broadcasting history, fm seems to have been somewhat like the weather described in Mark Twain's classic observation —people talk about the service but do little about it. Television has been blamed by some authorities for fm's acknowledged failure to justify the confidence and enthusiasm of its proponents.

But others, including Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., insist fm was wrongly sold as a superior technical service instead of on the basis of programming.

"I think we erred in thinking that the average guy was irritated by interference and was eager for high fidelity," he told the recent NARTB convention. "On top of that has been the disinterest of the strongest one-third of the am stations and I don't blame them."

As the proprietor of both WSOY-FM and WSEI (FM) Effingham, Ill.—and a member of NARTB's FM Radio Committee—Mr. Lindsay appears well qualified in his contention: His operation probably logs more fm air time than any other midwestern fm station.

Mr. Lindsay's views are timely in view of the creation of a committee, during the recent NARTB convention, to form a new fm broadcasters organization independent of the association itself. Mr. Lindsay, quite appropriately, was appointed president of the steering group.

He is vice president and treasurer of the Illinois Broadcasting Co. (WSOY-AM-FM and WSEI), assistant general manager of Lindsay-Schaub Newspapers Inc. (Decatur, Champaign-Urbana, East St. Louis and Carbondale) and treasurer of that company, which owns 100% stock in the Decatur and Effingham stations. Lindsay-Schaub also owns 20% of WCIA (TV) Champaign, licensed to Midwest Television Inc., of which Mr. Lindsay is a director. Mr. Lindsay also is a director of Broadcast House Inc., applicant for ch. 11 in St. Louis (FCC's initial decision went to KMOX there).

A native of Decatur (Jan. 3, 1910), Mr. Lindsay comes from a publishing family (his father was publisher of the *Decatur Herald*). He attended grade schools in Decatur and high schools in that city and New Hampton. Young Frank Merrill Lindsay Jr. (he dropped the Frank in 1937 when he entered radio) also was graduated from New Hampton Biblical & Literary Institute, Kenyon College in Gambier, Ohio, in 1933 and received a master's degree from Harvard Business School two years after graduating at Kenyon.

Mr. Lindsay's first job was in the business office of the *Decatur Herald & Review* from 1935-37. He switched from newspaper to radio, becoming business manager of WJBL (which became WSOY in 1939). For the past 17 years he has been general manager of WSOY.

WSOY-FM was established in 1947, Mr. Lindsay recalls somewhat regretfully, in the conviction that fm service generally "would solve some of our problems" and emerge as a sort of Utopia. It didn't at the outset partly because receivers were expensive and unsatisfactory, he observed, but Mr. Lindsay never lost his faith in the medium. Today, WSOY is the only midwest station with two fm affiliates—WSOY-FM and WSEI, located 60 miles apart and operated by wireless remote control, with 19 hours of daily programming.

A CBS Radio affiliate, WSOY also has heavy sports coverage. With separate programming features for WSOY and WSOY-FM, listeners can switch from am to fm for sports and other fare when WSOY takes on network feeds.

Mr. Lindsay took time out from broadcasting during World War II for military service. He attended Navy Communication School in Noroton Heights, Conn., specializing in radar. He had Navy pre-radar and radar at Harvard and Massachusetts Institute of Technology and Navy aeronautical radar at Corpus Christi, Texas. Service also included a tenure of duty on the staff of the Bureau of Aeronautics' radar maintenance section and as head of the radar subsection the last two years of the war. Mr. Lindsay worked up to the rank of lieutenant commander before leaving the service.

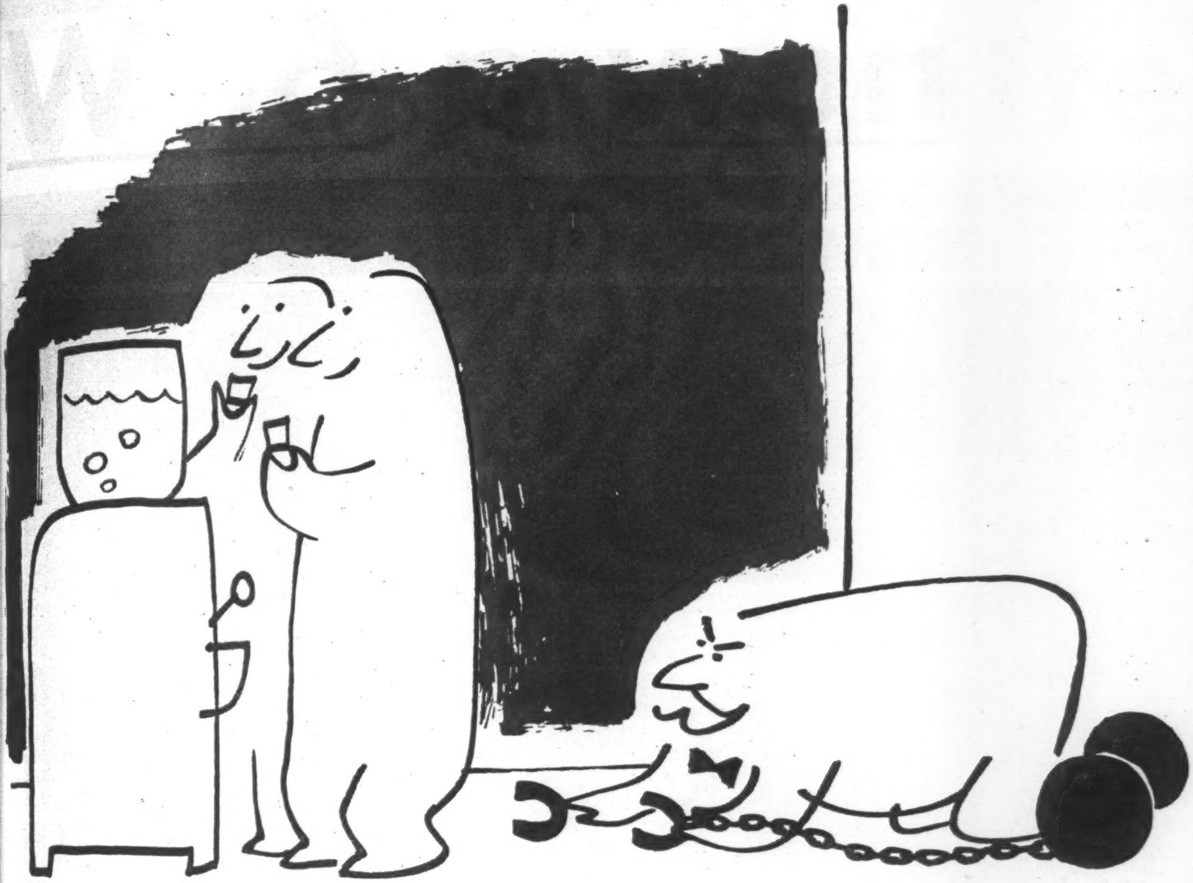
His interest in radar probably stemmed from youthful activities as an amateur radio operator from 1925-28 when he used the call 9SY Decatur. His other interests included three years in varsity basketball and two years of varsity golf (he was captain-manager) at Kenyon College. He also was president of Kenyon Klan, varsity lettermen's association, and Delta Tau Delta fraternity. (He has handled basketball play-by-play on WSOY since 1938.)

As broadcasters well know, Mr. Lindsay shoots a more than adequate game of golf (he tied for low gross honors with Joe Higgins, WTHI Terre Haute, Ind., in B•T's NARTB convention golf tourney).

Mr. Lindsay has been active for years in industry affairs. He served as president of Illinois Broadcasters Assn. the last half of 1948 and all of 1949, as NARTB director-at-large for small stations and NARTB 9th Dist. director, and on several fm committees through the years. In local activities, Mr. Lindsay has been chairman of the county zoning board of appeals and a Decatur citizens committee on sewerage, treasurer and member of the United Fund Executive Committee and board member of the Decatur & Macon County Hospital. He also is a director of the Country Club.

He married the former Margery Crawford Oct. 19, 1940. They have two children, Lucy Crawford, 12, and Katherine Ann, 10.

Another thinly disguised WJR success story



Think the boss suspects we heard that WJR commercial?

Last winter a Detroit automobile maker needed some experienced automotive engineers, financial analysts, and others.

Obviously that kind of talent was already happily and profitably employed—by other auto makers. He had to lure it away.

How? With one minute a day on WJR: In "Music Hall"—Detroit's favorite music-for-driving show and "Guest House"—popular family show.

His copy indicated that the personnel office would be open Saturday. And 42 *fully qualified* men showed up, in person, the first Saturday.

He was delighted, and so were we. Because 32 of them—three-fourths of the total—were perfectly satisfied with their present jobs and hadn't thought of changing *until they heard the WJR announcement.*

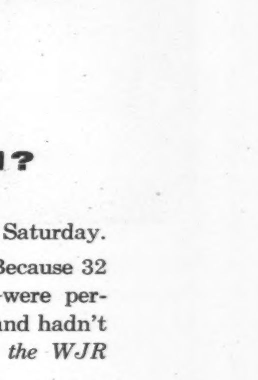
Whether they are engineers, housewives or teen-agers, people pay attention to WJR—and WJR advertisers.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

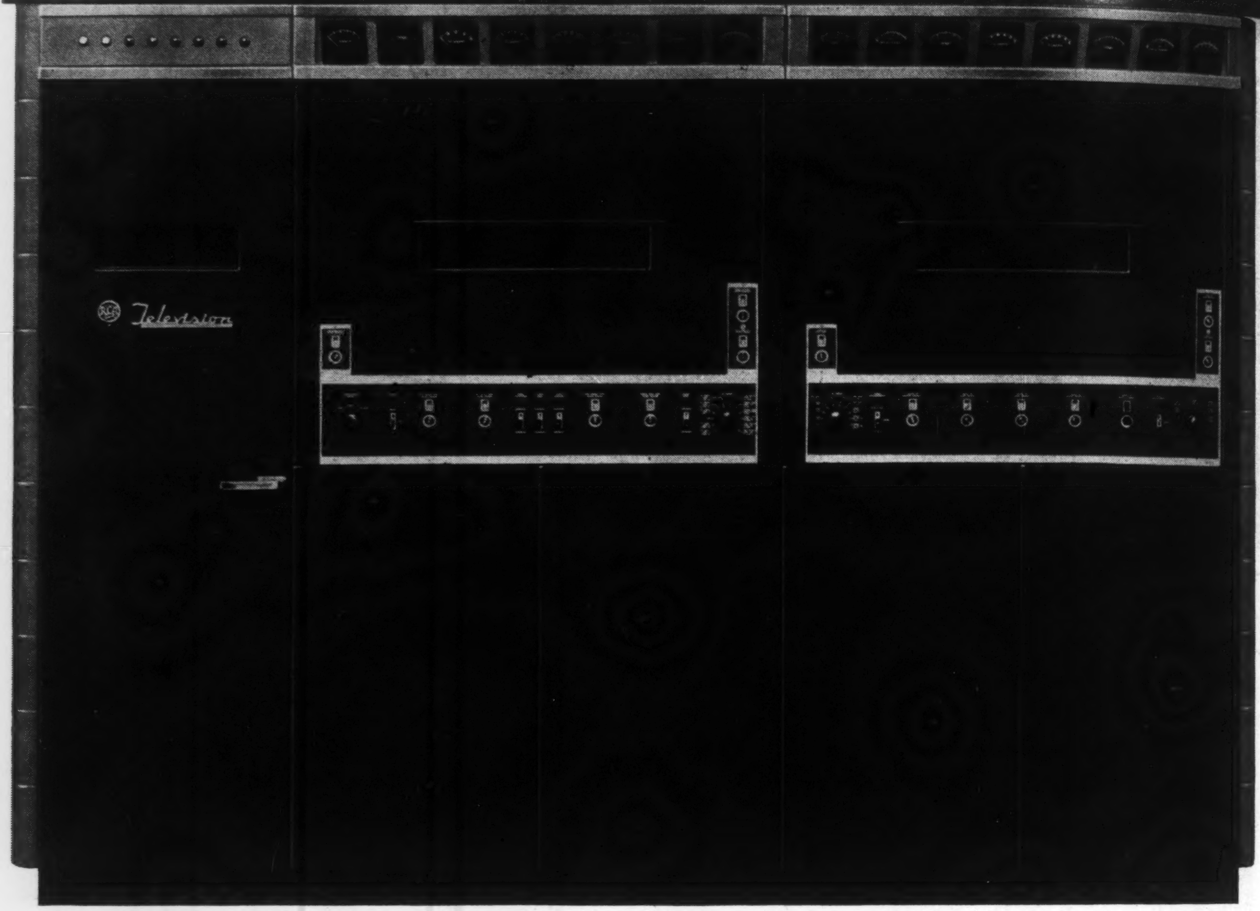
WJR *Detroit*

50,000 Watts CBS Radio Network



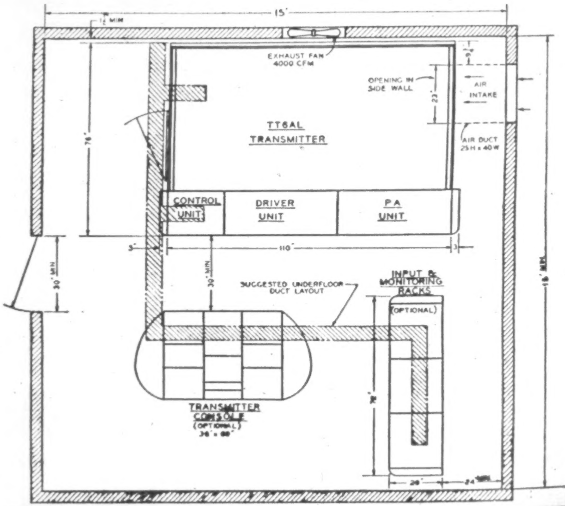
Here's WJR's primary coverage area.
Write us for your free copy of the Politz report
or ask your Henry I. Christal Co. man.

now a 6KW


Television

Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.


15'
1½" MIN
EXHAUST FAN
4000 CFM
OPENING IN
SIDE WALL
AIR
INTAKE
23"
TT6AL
TRANSMITTER
AIR DUCT
25H x 40W
76"
CONTROL
UNIT
DRIVER
UNIT
P A
UNIT
3"
110"
3
30" MIN
30" MIN
SUGGESTED UNDERFLOOR
DUCT LAYOUT
INPUT &
MONITORING
RACKS
(OPTIONAL)
18' MIN
TRANSMITTER
CONSOLE
(OPTIONAL)
36" x 80"
76"
28"
24" MIN

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

VHF transmitter!

featuring unusual compactness and economy ...with power reserve to drive a 25KW

Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ ***Most Compact Floor Plan Ever Achieved***—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ ***Design Reflects Color Experience***—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

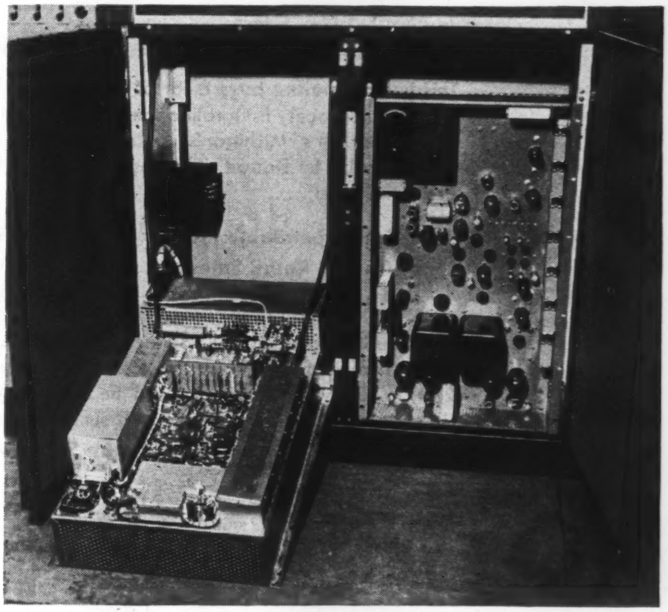
★ ***Excellent Accessibility***—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

★ ***Economical and Reliable Operation***—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

★ ***Simple Power Increase***—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ ***Thermostatically Controlled Heaters for Rectifier Tubes***—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus . . . *many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005). In Canada, write RCA VICTOR Company Limited, Montreal.*



Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

If you sell food products . . .

You've got a choice market of 300 MILLION DOLLARS in Flint and the Saginaw Valley

LAKE HURON
over a billion dollar market
MIDLAND
BAY CITY
SAGINAW
CHANNEL 5
FLINT
LANSING
PONTIAC
DETROIT
ONTARIO
MICH.
OHIO
LAKE ERIE
NBC
abc

MICHIGAN'S 2nd RICHEST MARKET!

Big names sell brand names on WNEM-TV. They're reaching the Flint-Saginaw market, Michigan's second richest, over its *most significant* station—*WNEM-TV*.

This hungry market buys a lot of soup and cereal . . . writes a grocery list totaling some $298,940,000 *every year*. It's Michigan's Golden Valley, and second only to Detroit in sales potential. Here are some facts . . .

- **Total Spendable Income, $1,517,966,000**
- **Annual Retail Sales. $1,153,905,000**
- **Average City-Family Income. . $6,092.75**

And you influence this big-spending market best on its own WNEM-TV—the *only* station reaching all 274,067 television sets in Flint and the Saginaw Valley. For proof, see Pulse and ARB survey reports. **Contact Headley-Reed or Michigan Spot Sales.**

WNEM-TV

A GERITY STATION

serving Flint, Saginaw, Bay City, Midland

CHANNEL 5

your direct channel to Michigan's Golden Valley

RICKEY BARR

on all accounts

IF STATION salesmen and station representatives ever need a friend or a good reference, they should not forget Rickey Barr, media director and radio-tv timebuyer for Edwards Agency, Los Angeles. She thinks they are the best.

"They are so helpful to me when I'm planning a radio or television campaign," she says, "and they won't sell me a show or time they honestly feel won't do the job for my client."

Miss Barr's admiration for the ethics and good business sense of west coast time salesmen doesn't end there. "They usually have plenty of details on program ratings as well as mail pull and other response," she adds.

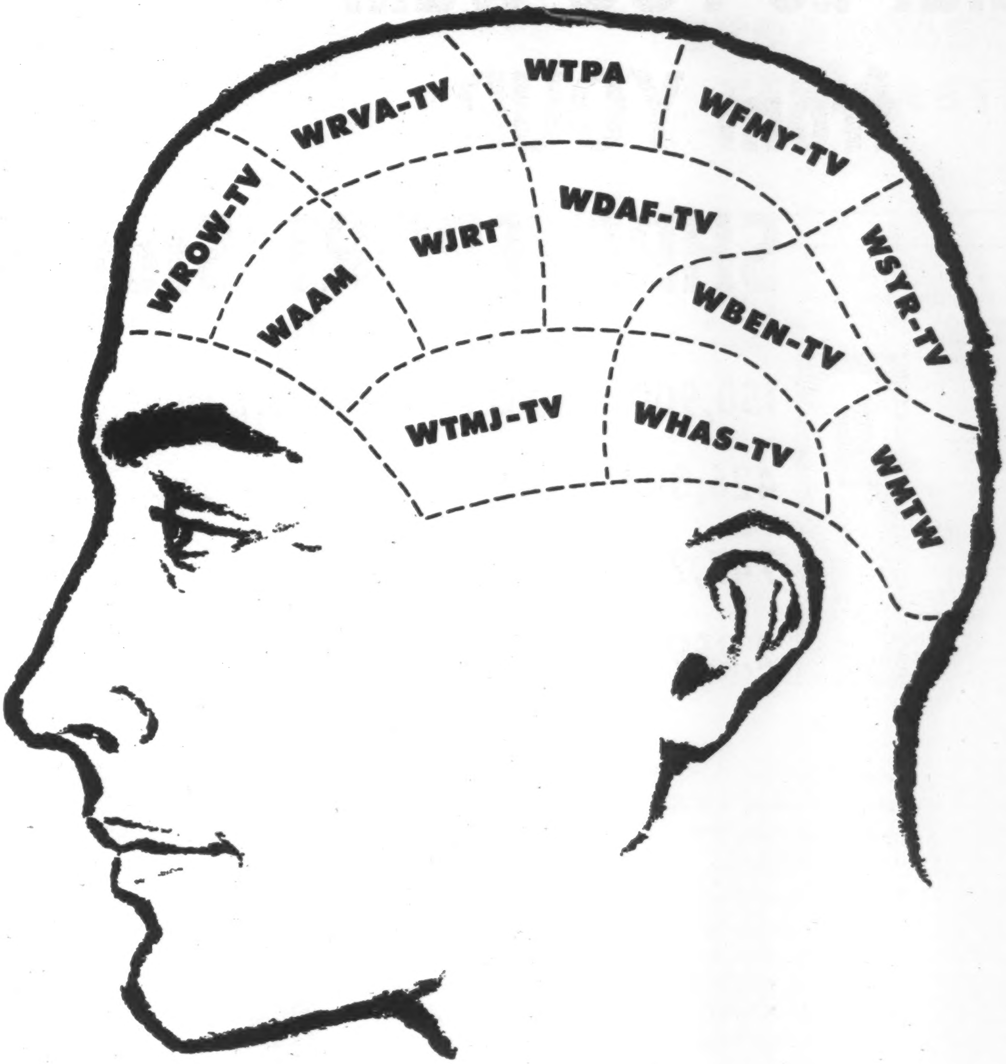
Miss Barr buys national tv spots for Fabspray, a furniture renewer for upholstery and auto tops made by Nu-Color Corp. of America, Los Angeles. She also buys Southern California radio-tv for Kaiser Brothers Oldsmobile, Bones Hamilton Buick Co., Times Furniture Co., Reg Fudge Co. (Lincoln-Mercury dealer) and Superior Mortgage Co. A new account, Globe Bottling Co. (Wilshire Club beverages), is planning to use radio-tv.

Born in Detroit, where she went to public school, Miss Barr finished high school in Fresno, Calif., when her family moved there in 1944. The next year she began working as copy girl for the *Fresno Bee*, a McClatchy newspaper, and started night classes in writing and public speaking at Fresno State College.

Miss Barr went to Chicago in 1950 for night studies at the U. of Chicago and daytime work at Benson & McClure Adv. there. After a year she returned to the West to join the Los Angeles office of Foote, Cone & Belding, assisting on the Acme beer and Hoffman Radio Corp. accounts. In 1953 she switched to Hoffman as copywriter and agency liaison. Later the same year she worked briefly for Young & Rubicam and then joined John Ettlinger in packaging of tv shows.

With friends, she next formed Nemises Productions to make tv pilot films, but in October 1954 she went back to agency work as timebuyer for Edwards. In December of that year she also became media director.

Miss Barr lives "right in front of Ciro's on Sunset Strip in Beverly Hills" where she enjoys the apartment swimming pool. Her other interests include dancing, bridge and boating, but at the top of the list comes the Thalians, a group of 250 young Hollywood people from the movie, advertising and radio-tv fields. This organization is dedicated to fund raising to help mentally retarded children.


WTPA
WRVA-TV
WFMY-TV
WROW-TV
WDAF-TV
WJRT
WSYR-TV
WAAM
WBEN-TV
WTMJ-TV
WHAS-TV
WMTW

Picture of a man with something on his mind...

He's concentrating on *one* objective: the finest possible representation for a limited number of television stations. This state of mind—unhampered by allegiance to any other medium—is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.
television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WROW-TV *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro* ***WTPA*** *Harrisburg* ***WDAF-TV*** *Kansas City* ***WHAS-TV*** *Louisville*
WTMJ-TV *Milwaukee* ***WMTW*** *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

What do YOU want from YOUR SHREVEPORT Station?–

150,900 PEOPLE? (Shreveport only)

426,800 PEOPLE? (30-mile radius)

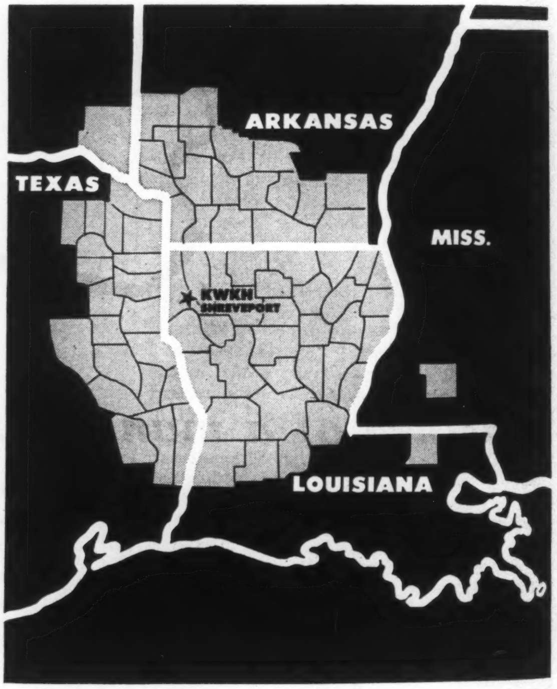
747,200 PEOPLE? (50-mile radius)

2,259,800 PEOPLE? (KWKH's 80 S.A.M.S. counties)

Latest Hoopers for Shreveport-Bossier City (Jan.-Feb., '56) show KWKH leading in almost as many ¼-hour periods (46.1%) as all other Shreveport stations *combined.*

But Shreveport represents only a fraction of the audience you get with KWKH. S.A.M.S. credits us with 80 counties having a population of 2,259,800. That's more people than live in St. Louis or Washington! And KWKH actually *reaches* 22.3% more daytime homes than ALL other Shreveport stations *combined!*

When you buy radio in Shreveport, don't be content with anything less than the entire *region.* Ask The Branham Co. to prove how KWKH can deliver FAR more listeners per dollar!



EFFECTIVE MERCHANDISING SERVICE

Some of the nation's largest advertisers say that KWKH's merchandising services are important helps to them. Ask The Branham Company for a copy of our new, descriptive merchandising folder, "Aids To Advertisers"!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING
TELECASTING

May 7, 1956

Vol. 50, No. 19

FCC STUDIES PLAN TO SPLIT U. S. INTO U AND V REGIONS

- **East would be all uhf, West predominantly vhf**
- **Gradual transition proposed, with 10-year deadline**
- **But this only one of many reallocation possibilities**
- **Selective deintermixture still under consideration**

UNAWARE that FCC was considering a uhf plan as far-reaching as that described herewith, B•T last month assigned Senior Editor Frank Beatty to study how u's were faring in two typical uhf-only markets. For the first report of this series, see page 35.

THE FCC tomorrow will take up a bold, comprehensive television allocations plan to split the United States in two—and make the populous eastern area all uhf in 10 years.

This is one of several plans which it was learned authoritatively is being prepared for the Commission at tomorrow's meeting.

Another, which it was learned will be submitted, involves the commissioners going down the list of 168 metropolitan areas and indicating their preferences for deintermixture.

There was no evidence at week's end that a majority was in favor of any specific plan.

A recommendation which would have deintermixed a number of markets where no more than one vhf was operating—submitted to the Commission last week and considered for the whole of last Wednesday's meeting—was returned to the staff without action.

It was then that the staff was ordered to make a study based on the conversion to uhf of the entire eastern United States—with Chicago-New Orleans the dividing line.

The concept of this proposal is that the eastern states would be all uhf and the remainder of the country vhf mostly, with uhf channels used for fill-in purposes.

This dual-tv concept is premised on:

- The 12 vhf channels are not sufficient for a nationwide, competitive system.
- Uhf must be used and it must be given such a boost that it unquestionably will succeed.
- Three or more competitive, comparable facilities must be provided in all or as many of the first 100 markets as possible.

A corollary to this foundation, according to informed sources, is that if the 1952 Sixth Report and Order is changed, it must be changed without question for the better.

These were some of the details and favorable factors attributed to the area proposal:

Item: Present and prospective vhf outlets would have 10 years (the transition period is not fixed; it could be eight or 12 years) to amortize their vhf operation.

Item: Sometime in the middle of the transition period, vhf operators would be forced to begin also operating on a uhf channel. For a period, there would be dual vhf-uhf operation.

Item: The broad scope of moving the most populous and, marketwise, the richest part of the country to uhf would give the high band a fillip which would ensure its growth.

Item: During the transition period, the technical improvement of uhf could be advanced to the point that present shortcomings (compared to vhf) would be reduced to insignificance. It was understood that FCC Chairman George C. McConnaughey has been assured by eight manufacturers of support in his "crash" uhf research program [B•T, April 23].

Item: Where viewers might lose service from some of today's wide-ranging vhf outlets, a host of additional stations would spring up to replenish these losses.

Inherent in the approach to this potential solution was the belief that the high-density population eastern U. S. does not require large-area vhf coverage.

Elements of the plan were suggested in an "area" proposal submitted in the allocations proceeding by Washington consulting engineer Comdr. T. A. M. Craven, former FCC commissioner. This was also believed to be an extension of Comr. John C. Doerfer's suggestion, made last year, that major metropolitan areas like New York, Chicago and Los Angeles be completely deintermixed—all uhf.

The idea of moving television to uhf has been mentioned from time to time almost since tv began commercially in 1945. It was seriously suggested by then FCC Chairman Wayne Coy during the 1948-1952 "freeze."

It was emphasized repeatedly that this concept was only for consideration and that other possibilities were still under study.

According to informed sources, the FCC will first take up a city-by-city run-down of possible deintermixture moves when it meets tomorrow. Led by Chairman McConnaughey, each commissioner will recommend his views on deintermixture. This may give some clue as to where a majority of the FCC is in agreement.

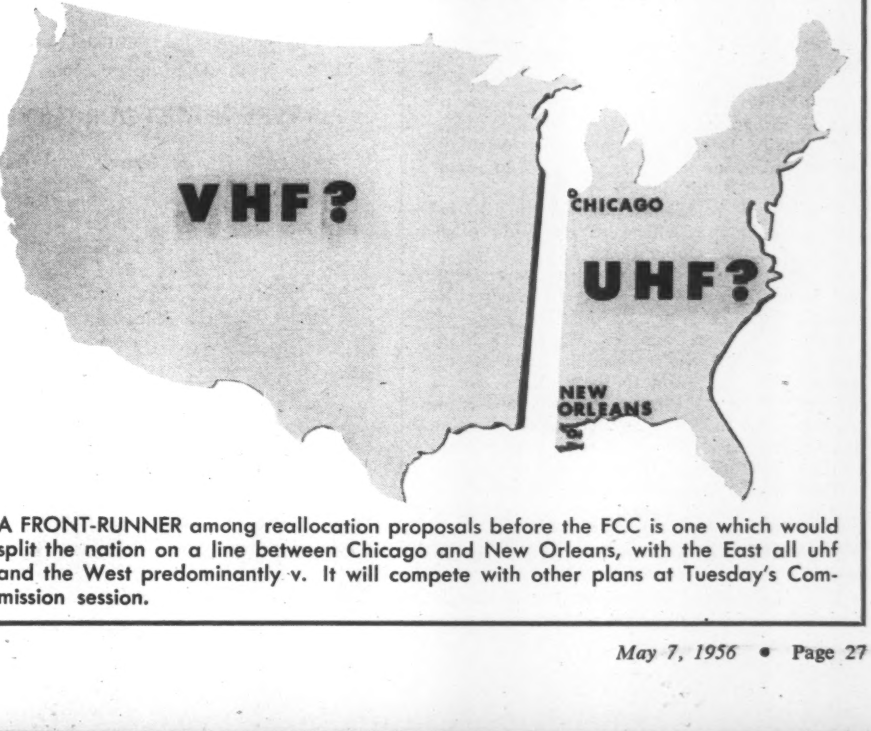
This, in essence, is the selective deintermixture idea.

The FCC has been meeting on allocations since early this year. It has been in almost continuous consultation since late April.

If and when a majority of the Commission come to a meeting of minds, it is understood that a further rule-making notice will be issued setting out a proposed plan of action. Comments and reply-comments will be requested.

The present allocations study stems from the inability of uhf stations to compete successfully with vhf stations in intermixed markets. This situation has been the subject of hearings by the Senate Commerce Committee.

WILL FCC DIVIDE THE NATION?



A FRONT-RUNNER among reallocation proposals before the FCC is one which would split the nation on a line between Chicago and New Orleans, with the East all uhf and the West predominantly v. It will compete with other plans at Tuesday's Commission session.

HEAT'S ON THE NETWORKS

FBI AGENTS prowled the advertising centers of New York and Los Angeles last week as a Justice Dept. investigation of alleged antitrust violations by television networks was suddenly intensified.

Coincidentally, the hunt for television monopolies was spreading throughout government. At week's end the hunting parties lined up like this:

- **In the Dept. of Justice:** The investigation which has been quietly going on for months picked up steam as special agents were assigned to the case from the FBI.
- **In the Senate:** A week after release of Sen. John W. Bricker's explosive report charging CBS-TV and NBC-TV with operating a television monopoly [B•T, April 30] the Senate Commerce Committee prepared further hearings into network practices and had scouts searching New York for evidence. And the Senate Antitrust Subcommittee was known to be examining Sen. Bricker's detailed indictment of the two leading networks.
- **In the House:** The House Antitrust Subcommittee decided to hold hearings on the network monopoly charges—perhaps with Sen. Bricker as a star witness.
- **In the FCC:** The special network study staff, with a $221,000 appropriation, was busily continuing its private questioning of witnesses from all elements of television.

The Dept. of Justice interest in television network operations was first made known two months ago by Stanley N. Barnes, assistant attorney general of the department's Antitrust Div. Mr. Barnes, who later was appointed a judge of the U. S. Court of Appeals, testified before the Senate Commerce Committee that the department had "several investigations" pending in the television field [B•T, March 5].

Mr. Barnes said that the department was looking into complaints about networks forcing advertisers to buy programs owned or controlled by the networks. He likened such a practice to the single control over movie production and exhibition which was outlawed in the Paramount case.

"We believe," Mr. Barnes said at that time, "that if a similar situation is to be avoided in the telecasting industry, the networks must not condition access to the airways on use by the advertiser of a network-owned program."

Reports last week were that the FBI men were questioning advertising agency executives in New York and Los Angeles and that they were seeking information about the degree of network program control.

At Justice Dept. headquarters in Washington, a spokesman said there was no comment on the case "at this time."

It could not be learned whether the FBI investigators in the field were exploring other phases of network operations.

But there was no doubt that the Justice Dept. had been thoroughly exposed to charges of other forms of network domination.

More than a year ago Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, sent to the Justice Dept. a report by Harry M. Plotkin, then special Democratic counsel to the committee, recommending drastic changes in rules governing network operations [B•T, Jan. 24, 1955, *et seq.*].

Mr. Plotkin urged several objectives: to eliminate or modify option time, to discourage station representation by networks, to study the advisability of separating radio and tv networks.

He said these and other objectives he thought desirable could be obtained without new legislation and through the use of regulatory power by the FCC and the Dept. of Justice.

Even more dramatic proposals for corrections of network practices were made to the Dept. of Justice six weeks ago by Richard A. Moore, president of KTTV (TV) Los Angeles.

Mr. Moore's proposals were sent to Justice after he delivered them in person as a witness before the Senate Commerce Committee [B•T, April 2]. The essence of his lengthy testimony was that the networks were operating in illegal restraint of trade by enforcing option time and exclusive dealing features of affiliation contracts and by insisting that advertisers take a minimum of must-buy stations to get access to network time.

A third anti-network report which can hardly have escaped the attention of the Justice Dept. is that issued a week ago by Sen. Bricker.

Sen. Bricker used theretofore confidential FCC financial reports to illustrate his thesis that CBS and NBC have a "private monopoly."

The financial data was obtained upon recommendation of former FCC Comr. Robert F. Jones, who retired as Republican counsel to the Senate Commerce Committee after issuing a special report, counterpart to Mr. Plotkin's, last year.

In his report, Mr. Jones urged further study of the network situation and especially argued for the collection of more financial data than he was able to get from the FCC.

Sen. Bricker's report is bound to be the hottest topic at forthcoming hearings of the Senate Commerce Committee. According to tentative plans, the Committee will take testimony the middle of this month from several station operators representing both pro-network and anti-network views. In early June the committee will hear executives of the networks.

Meanwhile, committee staff members last week were hard at work checking out main points of Mr. Moore's earlier testimony. Kenneth Cox, special counsel of the committee, and Nicholas Zapple, communications expert, last week questioned advertising agency and film company officials in New York on Mr. Moore's assertions regarding option time, must-buys and the alleged difficulties of film syndicators to sell their shows against network competition.

Reverberations to Sen. Bricker's report spread last week outside the Senate Commerce Committee. Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antimonopoly Subcommittee, said he would begin hearings in "a few weeks" on the question of network affiliation practices, and he told B•T he would invite Sen. Bricker to testify.

Rep. Celler said that in his view the FCC was acting as a "rubber stamp" for intra-industry agreements.

Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Antimonopoly Subcommittee, was known to have called for a special copy of the Bricker report. At the time this story went to press Sen. O'Mahoney was attending the funeral of Sen. Alben Barkley in Paducah, Ky., and it could not be learned whether he intended to join the network chase.

Still another investigation of network practices—the exhaustive study by the special FCC network staff—was proceeding.

While Messrs. Cox and Zapple were interrogating agency and film people in New York last week on behalf of the Senate investigation, Edward R. Eadeh, member of the FCC network study staff, was similarly engaged, though only with agencies.

Other members of the FCC special study group have made periodic trips to New York and other points of interest and plan considerably more research. The target date for their report and recommendations is June, 1957.

HIS AGENTS SEARCH FOR MONOPOLY . . .

J. Edgar Hoover's FBI men, on assignment to a special Justice Dept. investigation of networks, were questioning advertising agency executives in New York and Los Angeles last week. They were checking charges that network control of programs violates the antitrust laws. With FBI agents in the field, the Justic Dept. probe was building up momentum.

. . . WHERE THESE FOUR THINK THEY HAVE ALREADY FOUND IT

Harry Plotkin

As Democratic counsel to Senate Commerce Committee, he issued report a year ago urging crackdown on what he described as network domination of tv.

Richard Moore

Head of successful independent KTTV (TV) Los Angeles, he testified to senators that network option time and must-buys constituted illegal restraint of trade.

Robert Jones, Sen. John Bricker

As Republican counsel to Commerce Committee, Mr. Jones wanted detailed tv money data from FCC. When Sen. Bricker got it, he composed 27-page report blasting CBS-TV and NBC-TV "private monopoly."

WORLD ADVERTISING MEDIA PURCHASES ESTIMATED AT $12 BILLION FOR 1956

U. S. to spend $9 billion on promotion and sale of goods this year with remainder of world expending approximately $3 billion, International Adv. Assn. annual convention in New York told. Survey shows Britain is second biggest advertiser with $1 billion volume.

ADVERTISING expenditures throughout the world—but excluding the U. S. and Canada—surpassed at least the $3 billion mark in 1955, according to a survey released by International Adv. Assn. last Thursday at the opening of its two-day annual convention in New York.

In 22 countries for which more or less detailed breakdowns were available, the report showed local advertising on radio accounted for $102.6 million out of a total of $2.79 billion, while local television advertising amounted to $8.45 million. In many of these countries, however, radio-tv is government-controlled and non-commercial. Local newspaper advertising volume in the 22 countries was placed at a little more than $1 billion. A complete range of other ad media accounted for the bulk of the expenditures.

"Based on the reports filed," the IAA research committee said in a summary accompanying the survey, "newspapers remain the No. 1 media but in some areas, especially in Latin America, England and Japan, commercial television is coming up fast."

The survey indicated an average gain of 8% in advertising volume was expected in 1956 in the 22 reporting countries. This would add more than $225 million in these countries.

In getting the $3 billion-plus figure for advertising outside the U. S. and Canada, IAA added $150 million as a "minimum" for non-reporting countries to the $2.79 billion for the reporting areas.

Comparison Afforded

The summary also found it "interesting" to compare the $3 billion expenditure of other countries with U. S. domestic advertising volume, "which will total $9 billion in 1956."

Release of the survey—conducted under the supervision of the IAA research committee headed by Alexander O. Stanley, editor of Dunn & Bradstreet's *International Markets*—coincided with the start of two days of panel sessions and addresses in the IAA's eighth annual convention.

With International Advertising Agency leaders from some 35 countries on hand as guests of the American Assn. of Advertising Agencies [B•T, April 30], among the estimated 600 delegates to the convention, the first day's sessions included these highlights:

- Adam J. Young Jr., president, Adam Young Television Corp. and Young International Ltd., radio-tv station representatives, in a panel discussion on various aspects of international advertising, said time brokerage (purchase of time or space for resale to another party) in Latin America, while on the decline, still flourishes in some countries, working against the proper selection of media. Not only do time brokers take the public service function out of the broadcaster's hands, but when they are advertising agencies they in effect can obtain a monopoly by excluding competing accounts from radio and tv stations, he said, adding that the result would be "more government regulation of broadcasting and socialization of the industry."
- Walter S. Lemmon, president of shortwave WRUL Boston (World Wide Broadcasting System and Radio Industries Corp.), told the international visitors that radio and television can sell ideas as well as hard and soft goods. Mr. Lemmon urged a wider use of radio-tv for public relations and international goodwill.
- Robert H. Otto, board chairman and president, Robert Otto International Adv., New York, asserted that while "local media abroad are being undersold and under-promoted . . . there's no sure cure quite like a little hard advertising."
- Harry Schwartz, special correspondent on Soviet affairs for the *New York Times,* the first day's main luncheon speaker, cited Russian competition as a seller on world markets. As an example of such competition, Mr. Schwartz noted that when he was in Finland last fall, the Soviets were "exerting pressure for permission to flood the Finnish market with Soviet tv sets. This kind of product competition will increase."

The IAA international advertising survey indicated that leaders in expenditures, after the U. S.'s approximately $9 billion, are Great Britain with about $1 billion; Germany, $570 million; Australia, $250 million; France, $212 million; Switzerland, $192 million; Canada, $180 million, and Japan, $168 million. Cuba's report, received too late for inclusion in the 22-country breakdown, placed the island advertising volume at $35 million in 1955, of which U. S. advertisers and agencies accounted for $18 million and other foreign concerns $2 million.

Nation-by-Nation Report

The report also offered "significant comments" from various countries in connection with their survey. These included:

- Colombia: Commercial tv—while restricted by government regulations—is on the way up; so is radio which, together with newspapers, took the largest slice out of the Colombian advertising dollar. (Report from Propaganda Epoca Ltd., Bogota.)
- Cuba: Tv is "growing steadily," according to Godoy & Cross, Havana, which reported the latest phenomenon as "co-sponsorship." While tv has "cut deeply" into radio, G&C says, radio station rates have not dropped. Oddly, there has been some increase in magazine linage. With four channels to pick from (one covering all of Cuba), Havanans—1.1 million of them—maintain 150,000 sets, and these, plus 50,000 sets in the interior, provide a tv audience which G&C executives place at about one million.
- Bermuda: More than 90% of local trade is among foreign visitors—mostly from the U. S. mainland. Radio has risen as an advertising medium to the point where it takes one-third of the total advertising monies spent, according to Bermuda Broadcasting Co., Hamilton.
- Curacao, West Indies: R. J. Dovale Adv. of Willemstad, reported the number of Dutch Antilles radio stations is now five (thanks to the advent of Radio Caribe), and that there is a "trend toward increased advertising budgets with the accent on radio," . . . which "has become more and more important."
- Belgium: While Belgian air is government controlled, the Brussels advertising agency of Bodden & Dechy S. A. said advertisers wanting adequate Belgian coverage look to Radio Luxembourg. In Belgium, the newspapers and magazines can claim most of the $54 million annually spent on advertising.
- France: The Paris agency of Elvinger Adv. disagreed with its Belgian colleague, saying the so-called peripheral stations, e.g., Luxembourg, Monte Carlo, Andorra and Saar, provide only "limited" coverage.
- Germany: Publicitas in Frankfurt felt that radio is slipping as an advertising medium (retrenchment at home, spending profits in investment at the expense of advertising, plus the "relatively expensive" status of radio). But the Eisler Agency of Hamburg disagreed, reporting commercial broadcasting gained stature in 1955 and that tv—reaching 320,102 registered set owners—will get 4% of the total West German advertising budget this year. Westdeutsche Anzeigen of Cologne predicted a 5-to-10% jump in total advertising this year over 1955's reported $524 million.
- Holland: Of the $50 million spent last year in advertising, Vereniging V. Erkende Adv. said, nothing went to broadcast media due to government control.
- Sweden: In the Scandanavian peninsula movies are better than ever—at least from an advertising standpoint, for the "cinema is a very important advertising medium," according to Gunther & Back Annonsbyra Ab. Though tv has just made its Swedish debut, it is most improbable that it will go commercial.
- Switzerland: After applying heavy pressure, the Swiss Publishers Assn. has forced the government to deny commercial television a chance, consequently with only 10,500 sets in the country and only two or three hours of programming a day, four days a week, magazines have shot up in advertising value, according to Dr. Rudolf Franer Adv., Zurich.

Gray Flannel Cossacks

SOVIET LEADERS Nikolai A. Bulganin and Nikita S. Khruschev last week, and most likely for the first time, were figuratively given two slightly-shiny gray flannel suits in a talk to the International Adv. Assn.'s annual convention by Harry Schwartz, a specialist on Russia at the *New York Times.* Said he: "One might summarize the nature of the new Soviet tactics by saying that the Soviet firm of Khruschev & Bulganin has taken over the Soviet account and the two head men are personally acting as the account executives."

- United Kingdom: With commercial tv only three months old at the end of 1955, and with the addition of new tv outlets in Manchester, Leeds, Glasgow and Birmingham, the Advertising Assn. of London and other sources estimated 1956's increase would touch the 400% mark.
- Australia: With commercial tv just around the corner and with newspaper costs high, Australian radio net volume in 1955 was $13 million and is growing steadily, according to Rodney H. Evans Adv., Sydney. Largest advertiser: Colgate-Palmolive Co.
- Japan: By 1957, Dentsu Adv. Ltd. Agency of Tokyo reported, Nippon will have four tv channels. Set cost is high and at present there are only 200,000 sets in the country. However, even with limited tv advertising activity, the significant fact is this: before tv, newspapers accounted for 80% of total advertising volume; today, their share is down to 55%.

Countries for which detailed figures were not supplied—but for which IAA authorities estimated that advertising came to at least $150 million in 1955—included Mexico, Brazil, Venezuela, Puerto Rico, Italy, Norway, Spain, Portugal, Israel, Syria, Iraq, India, New Zealand and the Union of South Africa.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers In January, 1956

1.	Procter & Gamble	$3,330,868
2.	General Motors	1,910,948
3.	Chrysler	1,722,588
4.	Colgate-Palmolive	1,435,908
5.	American Home Prods.	1,430,324
6.	Gillette	1,231,748
7.	General Foods	1,216,985
8.	American Tobacco	1,122,511
9.	R. J. Reynolds	1,003,537
10.	Ford Motor	960,464

BIG THREE AUTO MAKERS SPENT $4.5 MILLION DURING JANUARY

THE BIG THREE auto makers—General Motors, Chrysler Corp. and the Ford Motor Co.—collectively spent more than $4.5 million for network tv time last January.

This handsome sum has added significance in light of the tv industry turmoil created by a suggestion of Ernest Jones of MacManus, John & Adams agency, that perhaps tv is not the kingmaker it's supposed to be in auto sales.

According to computations based on Publishers Information Bureau's January report on network tv gross billings, GM placed close to $2 million that month into network tv, followed by Chrysler with more than $1.7 million and Ford nudging the $1 million mark.

Compared to that same month in 1955, General Motors spent nearly *$1 million* more; Chrysler, more than $500,000 above its January 1955 mark, and Ford had not appeared in the top 10 network tv advertiser list that month.

As a product group, "automotive, auto equipment and accessories," ranked third in product billings. Only products outscoring this category in gross network time sales in January were "food and food products" and "toiletries and toilet goods."

Number one spender in January was Procter & Gamble, which topped by $200,000 the over $3 million in network tv time purchases last December. Its January total was $3,330,868, or about $800,000 more than in 1955.

All of the top 10 tv network advertisers in January, which also appeared in the list for the same month a year ago, increased their monthly expenditures. Eight of the 10 in the listing had appeared in January 1955. American Home Products Corp., which has pushed high up in the list of network tv spenders with its more than $1.4 million, and Ford Motor Co., replaced General Mills and Lever Bros.

Network tv gross billings for 1956 were off to a soaring start during the first month. More than $5 million over the January 1955 total, the time purchases totaled $38,876,756 with notable increases in automotive, drugs and remedies, food and food products, soaps, cleansers, polishes and toiletries and toilet goods.

GROSS NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1956 AS COMPARED TO 1955

	January 1956	January 1955
Agriculture & Farming	$ 32,394	$ ......
Apparel, Footwear & Access.	275,020	265,276
Automotive, Auto Equipment & Access.	5,474,887	3,505,780
Beer, Wine & Liquor	551,496	501,234
Building Material, Equipment & Fixtures	167,233	57,634
Confectionery & Soft Drinks	876,660	875,566
Consumer Services	63,213	177,246
Drugs & Remedies	3,189,916	1,953,835
Food & Food Products	7,304,793	6,864,934
Gasoline, Lubricants & Other Fuels	373,716	416,141
Horticulture	......	4,746
Household Equipment & Supplies	2,661,979	2,888,403
Household Furnishings	200,452	245,290
Industrial Materials	809,809	518,938
Insurance	420,250	221,329
Jewelry, Optical Goods & Cameras	283,964	466,737
Office Equiment, Stationery & Writing Supplies	378,523	588,573
Publishing & Media	98,425	58,356
Radios, TV Sets, Phonographs, Musical Instruments & Access.	846,305	876,456
Retail Stores & Direct by Mail	......	......
Smoking Materials	3,556,980	3,387,749
Soaps, Cleansers & Polishes	4,568,724	3,453,302
Sporting Goods & Toys	41,946	13,392
Toiletries & Toilet Goods	6,413,479	5,817,012
Travel, Hotels & Resorts	61,830	51,885
Miscellaneous	224,762	318,460
TOTALS	$38,876,756	$33,528,274

Source: Publishers Information Bureau

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1956

Ralston Purina Co.	$ 32,394
J. P. Stevens & Co.	122,310
Chrysler Corp.	1,722,588
Joseph Schlitz Brewing Co.	193,632
General Electric Co.	92,406
Coca-Cola Co.	379,875
Western Union Telegraph Co.	35,820
American Home Products Co.	1,393,546
General Foods Corp.	1,216,985
Gulf Oil Corp.	201,213
General Electric Co.	484,296
Armstrong Cork Co.	143,330
Aluminum Co. of America	165,240
Prudential Insurance Co. of America	292,422
Eastman Kodak Co.	168,600
W. A. Sheaffer Pen Co.	116,520
Time, Inc.	45,320
RCA	268,285
American Tobacco Co.	1,122,511
Procter & Gamble Co.	3,017,977
Mattel Inc.	31,390
Gillette Co.	1,186,668
Pan American World Airways	61,830
Hartz Mountain Products	84,633

K&E PROMOTES EDWIN COX, FIVE OTHERS

Cox elected to newly-created post of vice chairman of board. Stewart, Miller, Hewitt, Ule and Brady become senior vice presidents of agency.

KENYON & ECKHARDT, New York, has elected a vice chairman of the board (a new post) and five senior vice presidents, effective immediately, William B. Lewis, president, announced last week.

MR. COX

Edwin Cox,, former senior vice president and creative head of the agency, was elected vice chairman of the board; David C. Stewart, treasurer and former general manager, is now treasurer and senior vice president in charge of corporate services; Don C. Miller and Anderson F. Hewitt, former vice presidents, were elected senior vice presidents in charge of account management; G. Maxwell Ule, formerly vice president in charge of research, is now senior vice president in charge of marketing services, which include the research, promotion, media and tv-radio departments and Barrett Brady, formerly vice president and copy director, is now senior vice president in charge of creative services, which includes the copy, art, commercial production and print production departments.

"The business of K&E has more than doubled since the present pattern was established four years ago," Mr. Lewis stated, "and so, subsequently, has the workload. The new organizational pattern is in no sense a reorganization, it is simply an evolution of the same organization procedures which have been so successful in bringing K&E to its present standing."

Mr. Cox, who joined K&E in 1933, was elected vice president a year later. He was also chairman of the plans board. Mr. Stewart, with the agency since 1946, was elected secretary of the agency a year later. In 1950, he became secretary and general manager. Mr. Miller joined the firm in 1948 as manager of the Detroit office and supervisor on the Lincoln-Mercury account. He was elected a vice president of the agency in 1949. Mr. Hewitt has been with the organization since 1953 when he was a vice president; Mr. Ule came to K&E in 1949 as vice president and research director, and Mr. Brady, who joined the agency in 1954 as copy supervisor and was made a vice president in the same year, was named copy director last year.

MR. STEWART

MR. MILLER

MR. ULE

MR. HEWITT

MR. BRADY

Douglas Summer Campaign To Encompass 26 Markets

AN EXTENSIVE national spot radio campaign planned by Douglas Labs., Miami, Fla., (for its Coppertone suntan lotion) will encompass 26 stations in as many markets, according to Grant Adv. Inc., which services the account from its Miami office. The schedule will run from June 15-Aug. 5, with 12 spots per weekend in each market supplementing newspaper space and billboards [AT DEADLINE, April 30]. A separate campaign is planned for the West Coast, it was reported. Douglas Labs. has been a participating sponsor on NBC Radio's *Monitor* and a television advertiser.

$2 Million Ad Drive Set

THE American Institute of Men's and Boy's Wear Inc. announced last week that it had achieved its goal of a $2 million advertising program. The group had obtained pledges and cash of $2,195,054 as of last week.

The advertising plan, it was understood, calls for most of the budget to be allocated to radio and television spot announcement campaigns, plus sponsorship of several spectaculars to accent seasonal themes for clothing. Advertising and public relations will be handled by BBDO, New York.

DuPont Renews Cavalcade; ABC-TV Announces Changes

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., has renewed *DuPont Cavalcade Theatre* on ABC-TV for the fall season. The program (telecast Tuesdays, 9:30-10 p.m. EDT), which during its old radio and past tv days limited its story material to U. S. history, this season has broadened its scope to encompass contemporary events. A spokesman for BBDO, DuPont's agency, said this format would be continued.

ABC-TV reported that Pearson Pharmacal Co. (Sakrin, Eye-Gene), will begin alternate-week sponsorship of *The Amazing Dunninger* (Wednesday, 8:30-9 p.m. EDT), which replaces *M-G-M Parade* beginning this week. American Tobacco Co., on behalf of Pall Mall cigarettes, will remain in that time period alternately, while General Foods Corp. (Maxwell House coffee) departed with last week's terminal showing of *M-G-M Parade*. Agencies are Donahue & Coe (Pearson), Sullivan, Stauffer, Colwell & Bayles (Pall Mall) and Benton & Bowles (General Foods).

The network also noted that *Screen Directors Playhouse*, which ABC-TV picked up from Eastman Kodak Co., Rochester, N. Y., via NBC-TV, will begin July 4. *Playhouse* will be seen Wednesdays, 9-9:30 p.m. EDT following *Dunninger*. Agency is J. Walter Thompson Co.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 10 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson (also June 7).

May 12 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 19, 26).

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

June 2 (9:30-11 p.m.) *Ford Star Jubilee* "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.

NBC-TV

May 7-11 (3-4 p.m.) *Matinee*, participating sponsors (also May 17-18, 21-25, 28-June 1).

May 7-11 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also May 14-18, 21-25, 28-June 1).

May 12 (9-10:30 p.m.) *Max Liebman Presents*, "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 15 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt

May 20 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha, through Bozell & Jacobs.

May 20 (7:30-9 p.m.) *Sunday Spectacular*, participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRa Show*, Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Pau Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is You Life*, Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse*, "The Sentry," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Sweethearts," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T]

Crider Resigns From K&E

WICK CRIDER, vice president in charge of television and radio and board director of Kenyon & Eckhardt, New York, resigned effective June 1. His future plans will be announced shortly. Prior to his affiliation with K&E, Mr. Crider was with BBDO and J. Walter Thompson.

AGENCY-TV FILM RELATIONSHIP EXPLORED

Discussion of commercials comprises one of a series of sessions at 79th semi-annual convention of the Society of Motion Picture and Television Engineers.

INTERDEPENDENCE of the advertising agency and the tv film producer was explored at a session devoted to television film commercials Tuesday at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in New York. The five-day meeting opened on Monday.

The discussion of commercials comprised one of a series of sessions covering a wide range of tv film and motion picture subjects, including television studio lighting, motion picture equipment, underwater television, laboratory practices, high-speed photography, studio recording and closed-circuit television.

The function of the agency television department was described by S. J. Frolick, vice president in charge of the radio-tv department of Fletcher D. Richards Inc., New York. He cited programming, copywriting and television production as the three main areas in which an agency tv department operates on behalf of a client.

In programming, Mr. Frolick said the department must maintain a continuous search for new shows best suited to clients' needs and serve as liaison between the client and the network or an outside producer. With respect to copy, he said, the department works in conjunction with the copy staff to find the best approach and the most effective techniques for presenting the clients' messages. In tv production, duties center around supervising and approving animation models and layouts, selecting scenes and approving on-the-air prints, Mr. Frolick pointed out.

Suggestions for the actual writing of the television commercials were offered by Peter Cardozo, vice president of the television department, Fuller & Smith & Ross, New York. Mr. Cardozo underlined the importance of using "one basic idea in any one commercial," pointing out that time is limited and several ideas cannot be developed adequately. He recommended that the writer immediately establish a point of reference for the viewing audience by making it clear exactly what the commercial is attempting to do. Mr. Cardozo also cited the importance to the writer of a knowledge of available facilities; thinking in "picture terms" and capturing viewer interest in the first few seconds.

Robert H. Klaeger, vice president in charge of industrial and tv film production, Transfilm Inc., New York, spoke on "What the Producer Expects From an Agency" and indicated that agencies should be prepared to spend a larger portion of funds for commercials. He claimed that the investment in tv film commercials in 1955 was only 3% of the estimated $1 billion spent by advertisers in tv.

Mr. Klaeger asserted that in many cases thousands of dollars are spent on a single show while "requests are made to shave $100 or so from the cost of the commercial, even though it affects its quality." Mr. Klaeger acknowledged that prices vary within the production field, depending on the facilities offered and the type of personnel employed. Mr. Klaeger said he noted that agencies are departing from the practice of competitive bidding and relying more upon the ability of a producer as the criterion for awarding a contract. He also urged agencies to invest responsibility in "a voice of authority"—an individual who can act for the agency speedily when a crisis arises.

A speech on "What the Agency Expects of a Producer," prepared by G. David Gudebrod, supervisor of film production at N. W. Ayer & Son, New York, was read by George Harrington, special assistant in radio-tv at Ayer.

[For condensed texts of the Klaeger and Gudebrod speeches, see page 40.]

In a keynote address opening the convention Monday, Dr. John G. Frayne, SMPTE president, observed that "the cold war that existed between motion pictures and television has changed to active cooperation" on the commercial side. He pointed out that to the engineer, television and motion pictures long have been "closely allied" and are today considered "inseparable."

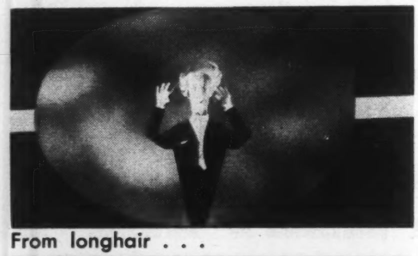
Dr. Frayne said he believed the society was responsible to some degree for helping to "bridge the technological gap" by offering "technical specialists in both areas a common technical forum of long standing and experience.' For the future, Dr. Frayne saw the introduction in tv film production of electronic techniques and other cost-cutting devices and methods developed by the tv industry for its live programming. He added these innovations will be necessary "in order to make films for television of a high artistic quality . . . at a cost the television industry can afford."

In a paper prepared by Charles P. Ginsberg, chief video engineer of Ampex Corp., an explanation was made that Videotape is not intended at this time to replace the 35 mm camera. The paper stated the new Ampex Videotape recorder [B•T, April 9, 16] was designed specifically for tv program delay, and since "video quality is simply not comparable with ordinarily good original film . . . there is no immediate application for Videotape here and probably very little even in the future."

An unusual session at the convention Wednesday night dealt with possibilities opened up in the field of underwater observation by the use of television, touching upon tv's value to civil, marine and salvage engineers and biologists, geologists and oceanographers. Speakers included Douglas Allanson of the engineering staff, Pyle Ltd., Cambridge, England; J. D. Robinson, American Machine and Foundry Co., Greenwich, Conn.; E. A. Williford, Link Aviation Inc., Binghamton, N. Y.

Among the other speakers at the meeting were Robert W. Byloff, NBC, on "Color Television Lighting Control"; P. Wittlig, CBS-TV, on "Lighting Guide Posts (Film)"; William R. McCown and Jack Hopkins, WSM-TV Nashville, on "Lighting in Black-and-White at WSM-TV for a Future in Color"; Salvatore J. Bonsignore, CBS-TV, on "The Art of Color Tv"; H. N. Kozanowski, RCA, on "Lighting for Opaques on Tv."

NEW SPOT



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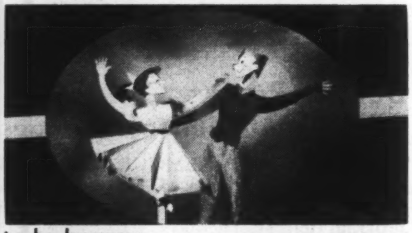
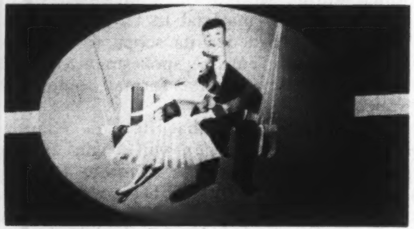
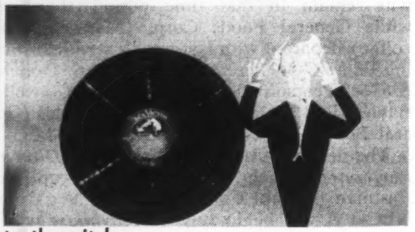


to be-boppers . . .



to a romantic mood . . .



to the pitch.

CUT-OUT paper-dolls moved for the first time without the need of stop-motion photography when RCA Victor released its newest commercial on NBC-TV's *Producers Showcase* last Monday. The idea of motion in paper sculpture was conceived by Robert Kirschbaum, radio-tv copy chief of Grey Adv., and executed by Transfilm under the supervision of Rogers Brackett, also of Grey Adv.

Previously, spots using paper cut-outs remained motionless. Grey is keeping to itself the details of its new technique.

The commercial opens on a music staff with a spotlight setting off one note while Vaughn Monroe chants off-screen: "Which kind of music do you like? classical . . . pops . . . jazz . . . mood music . . . you name it . . . RCA Victor's got it . . . the music you *want* . . . *when* you want it . . ."

As each type of music is named, paper sculpture figures demonstrate. A fuzzy-haired conductor moving his baton indicates "classical," a girl with a pony tail hairstyle and a boy with a sport jacket break in position of a dance depicting "pops," while the cutout figure of a trombone player, cheeks puffed out, horn to mouth, signifies "jazz" and figures of a boy and a girl on a glider outline "mood music."

When Mr. Monroe switches in copy to the straight sell, the commercial picks up the cover jacket of the five new album releases: Serenade, Caruso, Belafonte, Elvis Presley and Eddie Fisher.

The commercial closes with the fuzzy-haired conductor returning and waving his baton over Mr. Monroe's closing line: "hear them at your RCA Victor dealer's . . . now."

She's A Big One, All Right!

WHO-TV is as big a *television* value—and getting bigger all the time!

As of March, *last year,* the Iowa Television Audience Survey found that 74.2% of all Iowa families owned television sets. *Today* we conservatively estimate that WHO-TV's coverage area has 284,500 television sets—viewed by over one million people, divided almost exactly 50-50 between urban and non-urban families.

Ask Peters, Griffin, Woodward, Inc. for all the facts on WHO-TV—Channel 13—NBC-TV in Des Moines.

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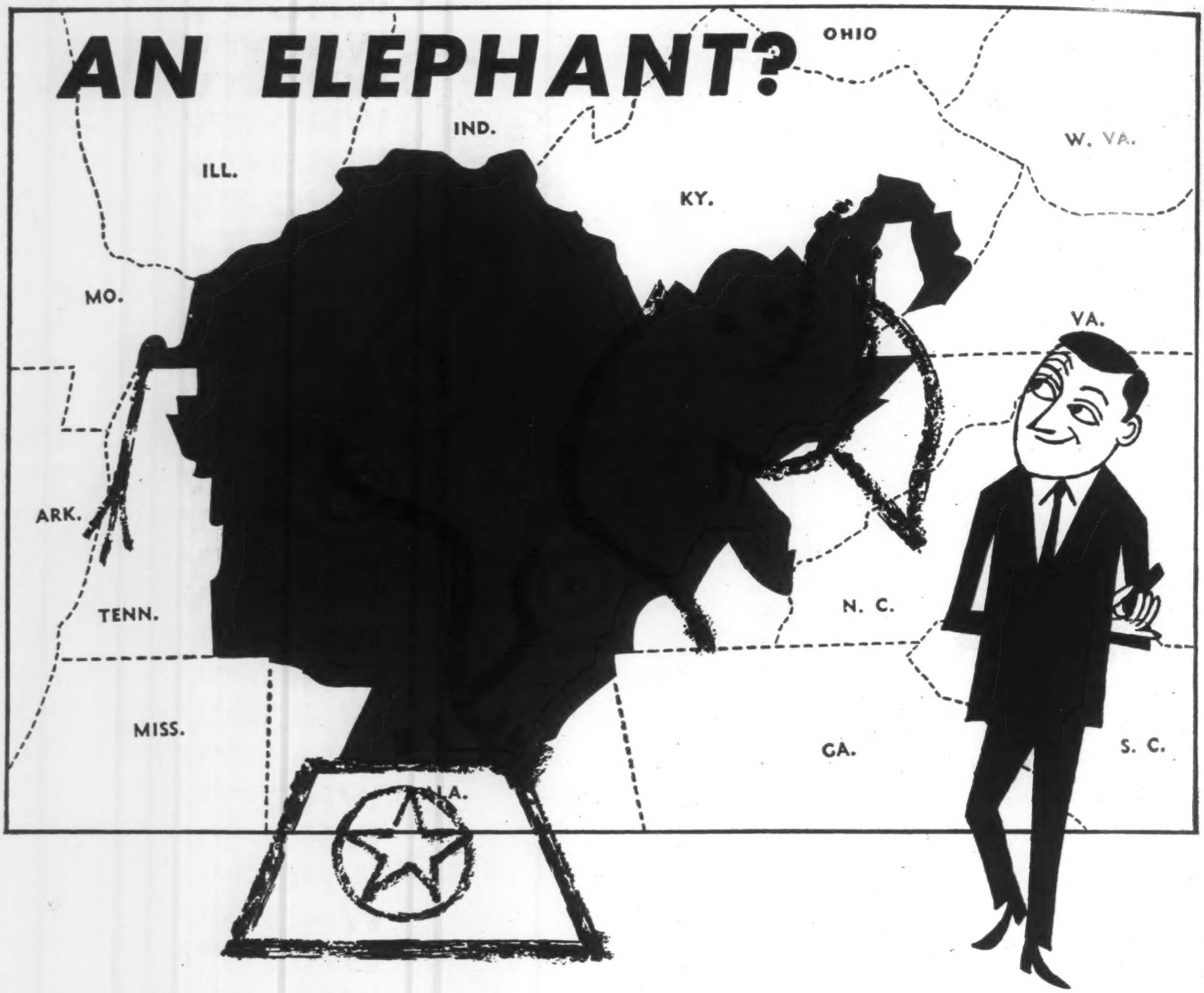
Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC
Affiliate



No, that mystery shape isn't really an elephant, though it is a jumbo-sized bargain for advertisers.

Actually it's a map of "The Mystery Market" ...one of America's richest...The Central South ...a $2,713,371,000 market—richer than the cities of Denver and New Orleans put together ... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM...and that's WSM Radio in Nashville.

If you attempt to cover The Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market," containing complete facts and figures as compiled by independent authorities.

650 KC WSM RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville – Clear Channel – 50,000 Watts

14
18
24
30
34
38
46
48
52
62
82
ULTRA HIGH FREQUENCY TELEVISION CHANNELS

WHERE VHF ISN'T IT ISN'T MISSED

WILL uhf television really work? Is it technically capable of serving a large market, the outlying communities and the farm homes over an 80-100 mile diameter?

Can it start from scratch, with no local vhf competition, and overcome established fringe service from vhf stations?

B•T sent Senior Editor J. Frank Beatty into the field to find out. He toured two of the more active uhf-only markets: South Bend and Elkhart in Michiana (Northern Indiana-Southern Michigan), and, in Northeastern Pennsylvania, the neighboring cities of Wilkes-Barre and Scranton. These markets were picked for their contrast. South Bend-Elkhart country is flat, the stations are normal power. Wilkes-Barre-Scranton country is mountainous and two stations there are using power at maximum 1 million watts. Power, terrain and antenna height are said by the experts to be primary considerations to a uhf signal.

Editor Beatty talked to the station people, he monitored their signals for miles around, he talked to the set owners and to the servicemen who keep the sets running—and he talked to advertisers and agencies who buy uhf. His findings to all three of the questions above: Yes!

This is Part I of that uhf story. Part II will appear in B•T next week.

THE SCORE at the bottom of the third inning, Dizzy Dean reminded, was:

Yankees 8
Red Sox 0

In the little town of Ligonier, Ind., Old Diz unknowingly was the star of another contest—Uhf vs. Vhf. The electronic boxscore on five tv receivers at the showroom of Hire Electric Co. was:

Uhf 5
Vhf 0

Three of the five uhf pictures on five uhf sets lined up against the showroom wall—and all thumping signals driven by three separate transmitters 30 to 40 miles away—offered the Yankees vs. the Red Sox. Two other receivers showed equally satisfactory uhf signals.

Persistent twirling of a dozen dials and rotating of high antennas failed to produce a single usable vhf picture.

Three uhf runs were scored by: Ch. 52 Elkhart (WSJV [TV], 30 miles away); ch. 46 South Bend (WNDU-TV, 40 miles), and ch. 15 Fort Wayne-Auburn (WINT [TV], 29 miles). All three stations offered the CBS *Game of the Week* (Saturday, April 21).

The two other uhf stations offered other Saturday afternoon programs. They were ch. 34 South Bend (WSBT-TV, 40 miles) and ch. 33 Fort Wayne-Auburn (WKJG-TV, 35 miles).

A B•T reporter, studying the five clear uhf pictures, was reminded of another kind of uhf story which was written when WROV-TV Roanoke, Va., gave up the ghost in June, 1953. A posthumous look into that area showed that the low-powered (18 kw) signal had been leading servicemen a merry chase as they pinned bowties on chimneys and coal bins in search of the elusive picture. Converters drifted, images were often weak and advertisers were loath to endow the infant miseries of an electronic art form when neighboring WSLS-TV was pouring powerful vhf signals from a mountain pinnacle ["What Happened in Roanoke," B•T, July 13, 1953].

Since that time KPTV (TV) Portland, Ore., and many other uhf stations have grown and prospered, but the original memories linger on around many of the buyers of television time.

Are the memories out of date? Does uhf succeed where it has no vhf competition? Here are some observations and conclusions gained during a field mission around the South Bend-Elkhart market:

- 99.2% of the South Bend-Elkhart homes in the four-county Pulse survey area have all-wave tuning (four out of five homes are tv-equipped).
- Advertisers can show definite results over more than a 50- to 60-mile diameter.
- Uhf stations deliver the principal tv service to over 100,000 families and 325,000 people in the nation's 64th market, with retail sales of over a half-billion dollars.
- The uhf signals are strong, stable and interference-free over most of a 60-mile diameter. They do not reach as far out as the lower vhf frequencies, everyone concedes, and they hit a ridge a half-hour's drive west out of South Bend.
- Surveys (American Research Bureau, Pulse) show fractional vhf tuning in South Bend and Elkhart, with WKZO-TV Kalamazoo providing increasingly strong competition to the north.
- Tv dealers simply can't sell a vhf-only set in the market.
- Servicemen have no trouble finding a signal within 30 miles of a transmitter when they install uhf sets; 40 miles is 50-50 because the uhf stations lack high towers and 50 miles is partly luck.
- Agencies, like advertisers, are discovering their longtime audience-per-dollar for-

mula works fine in the South Bend-Elkhart market.

WSBT was knocking on the FCC's doors early in 1947 and soon came up with a regulatory lemon—a permit to operate on ch. 1. This short-lived facility disappeared into a Pennsylvania Ave. pigeonhole and WSBT went after ch. 13. Here again the mysteries of bureaucracy interfered and northern Indiana had to be satisfied with snow, white flashes and the other vagaries of distant vhf signals.

And then came the miracle on ch. 34.

WSBT-TV took the uhf air in December 1952, a Christmas gift that caused more home-to-home traffic than anything since the advent of fringe vhf. Here and there brave set-owners invested in bow ties, bulls-eyes and other assorted grids to go with the converters that allowed them to receive a clear television picture that didn't have white flashes or jump out of vertical sync and could be picked up seven days a week, rain or shine. Astonished neighbors came, watched, and decided to convert their own sets. After all, $50 or $75 wasn't too much in view of the average $200-$300 investment in a rooftop vhf labyrinth.

South Bend was pleased, and so was Elkhart. Elkhart Truth Publishing Co. capital put WSJV (TV) on ch. 52 in the spring of 1954 and last summer Notre Dame U. opened on ch. 46.

By yearend the stations will be feeding possibly 175,000 uhf sets in a market where a vhf-only receiver is a distinct and temporary novelty.

WSBT-TV South Bend is owned by the *South Bend Tribune,* the only local paper in the city and enjoying a comfortable income. WSBT is the am affiliate. WSBT-TV operates on ch. 34 with 204 kw power. When it went on the air Dec. 21, 1952, the station held its rates down for a while and quickly built up a loyal advertiser and viewer following.

WSBT-TV is a CBS-TV basic optional outlet, carrying 82% of the network's night commercial programs, 64% of the daytime and all day-night network sustainers. Paul H. Raymer Co. is national representative. Top hourly rate is $400.

Intake for 1956 looks like $800,000, possibly quite a bit more, judging by spring business. The station brings in a substantial profit, which will help pay for the striking new studio-office building dedicated in April [B•T, April 16]. With this new half-million-dollar structure, total investment is well over $1 million.

Neal B. Welch is general manager of WSBT-TV, Arthur R. O'Neil is assistant manager-chief engineer and Richard H. Holloway is national sales manager. The station claims 182,000 uhf sets in the primary coverage area (10 Indiana, 4 Michigan counties). No beer accounts are carried.

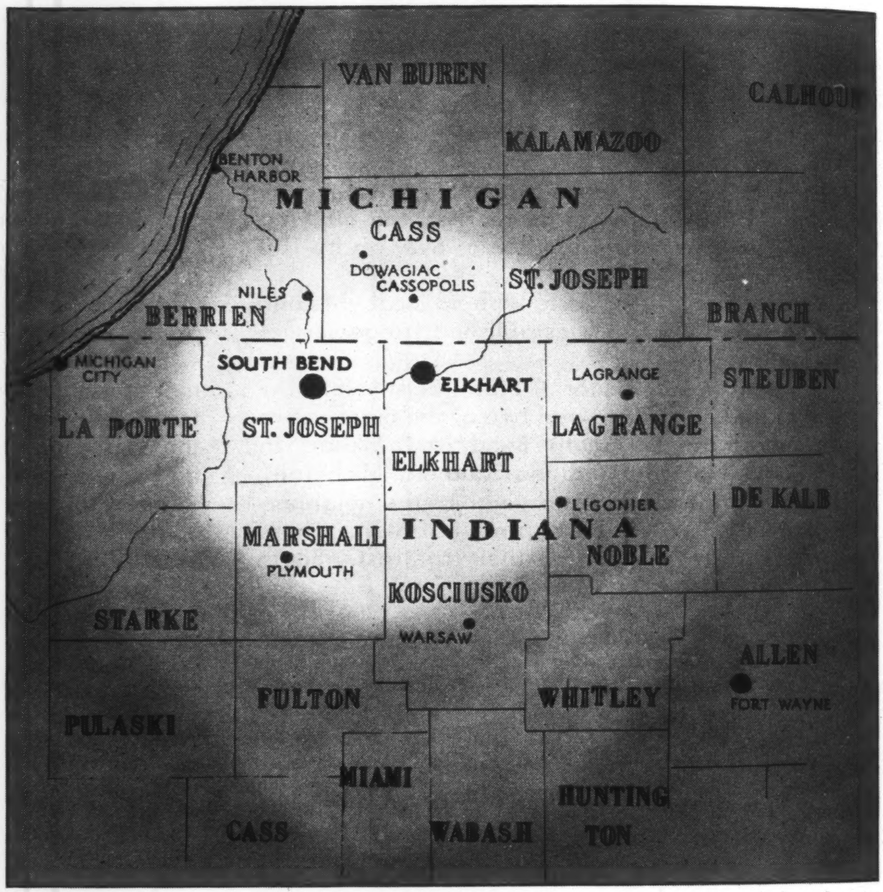
The transmitter is located several miles southeast of the city. WNDU-TV has located its transmitter nearby, greatly simplifying the installation and tuning of uhf receivers. WSBT-TV has network color.

WNDU-TV Notre Dame is owned by Michiana Telecasting Corp., a tax-paying subsidiary of Notre Dame U. The modern office and studio building is located on the campus, with a score of students working part-time and learning the commercial television business as part of their college work.

An NBC basic optional, WNDU-TV is directed by Rev. Theo M. Hesburgh, CSC, president, and Rev. Edmund P. Joyce, CSC, executive vice president. They hold similar titles with the university. Bernard C. Barth is vice president-general manager of Michiana, which also operates an am outlet, WNDU. Tom Hamilton is commercial manager. The station carries 80% of NBC-TV night commercial programs and 75% in daytime.

With 185 kw power, WNDU-TV operates on ch. 46. The service area is described as covering nine counties, being held to more populous centers by an electrical tilt. The station is represented by Meeker Tv Inc., but shifts July 15, its first anniversary, to Edward Petry & Co.

THREE U SIGNALS OVER MICHIANA



THIS is the Michiana market, where three uhf signals—two from South Bend and one from Elkhart—serve television to over 150,000 sets in the nation's 64th market.

Total investment is around $750,000. While the first-year program called merely for WNDU-TV to get on its feet, the station was said to have crossed the threshold into the black early last month. Income for calendar 1956 should total $650,000 to $700,000, though a good second half could shove it higher. Network color is transmitted and an RCA color camera chain is on order.

Father Joyce, an eloquent opponent of the National Collegiate Athletic Assn. football tv monopoly and creator of the 1955 Notre Dame closed-circuit football network, is said to have issued two realistic policy directives—keep it clean and make money.

WNDU-TV's Class AA rate is $500 an hour, with a 20% discount offered retailers. A "Stick-to-It" plan gives retailers another break for longer commitments and is an attraction for co-op money. A new "Summer TAN-dem" inducement covers the April 30-Sept. 3 period and provides seasonal discounts for certain programs and spot announcements.

WSJV in Elkhart is separated from South Bend by 11 mostly built-up miles but the two South Bend transmitters are only 10 miles from the Elkhart transmitter. WSJV took the air March 20, 1954, after WSBT-TV had already led to extensive conversion of vhf sets. With NBC-TV programming, the entry of a second primary signal with network service spurred the uhf transition. WSJV now is an ABC-TV affiliate, and operates on ch. 52 with 248 kw power. WTRC is the am affiliate. H-R Television Inc. is representative.

John F. Dille Jr., president-general manager of the stations, publishes and edits the *Elkhart Truth.* He is 35.5% owner of WSJV. A. H. Beardsley Trust No. 3 of the Miles Lab interests owns 49.5%. Paul C. Brines, formerly assistant manager of WGN Chicago and active in Illinois broadcasting more than a decade, is director of broadcasting. WSJV carries 75% of ABC-TV's commercial programming and has all fall network programs on the schedule, including *Omnibus*.

Business is good this spring, with March 15% above a year ago, according to Mr. Brines. The station investment runs over $500,000. Income for 1956 should exceed $450,000 and possibly reach $500,000, despite loss of NBC-TV to WNDU-TV last July. Network income to the station from the ABC-TV affiliation is described as above the NBC-TV take, but national spot has suffered because some prime adjacencies went to WNDU-TV. The slack is being taken up by energetic selling in Elkhart, South Bend and Mishawaka plus such outlying communities as Goshen, Napanee and Warsaw. The top WSJV rate is $300 an hour. The station is on the brink of profitable operation.

NATIONAL advertisers who buy television time—vhf and uhf—are inclined to count potential customers rather than megacycles when they spend their money. Wesley Nunn, advertising manager of Standard Oil Co. of Indiana, told B•T, "We don't ask whether a station is uhf or vhf. We want the best circulation—the best audience per dollar. We want to know what it costs to tell our story to 1,000 people. Standard Oil will always buy a uhf station if it is the better buy—and it often is."

A local advertiser who is interested in at least a 25-mile spread—Robert Slocum, Sewmatic sewing-machine store, Mishawaka (South Bend contiguous suburb)—can trace every lead because he asks prospects where they heard about his $39 loss-leader (not bait-switch) offer. Thirty per cent of the store's business comes from out-of-town. His 12 weekly announcements on WNDU-TV bring inquiries as far as 35 miles out, including Niles and Buchanan, Mich., and Culver, Knox, Plymouth and LaPorte, Ind.

"Some agencies and advertisers don't like uhf as well as vhf," Mr. Buchen was told. The astonished businessman could think of only one reply:

"Why?"

He added, "All I know is that around here we feel the other way. We think uhf is wonderful."

And what do some of the other area advertisers say about uhf?

Max I. Seltenright, who has the Nehi-Royal Crown Bottling Co. franchise for four counties (St. Joseph, Elkhart, Marshall, Kosciusko) started on WSBT-TV's *Hoosier Favorite* pantomime-movie program a year ago, promoting only Royal Crown Cola and placing through Compton Adv., New York. Results appeared quickly. As Mr. Seltenright relates the story: "Business was suffering from labor troubles around the area but our sales climbed from an 8% drop to a 12% increase. Of the 12% gain, all but 2% was traced to RC. This year sales are up 20% and nine-tenths of the increase is from RC.

"Royal Crown sales increased on every route, showing how WSBT-TV's influence extended out 20 to 30 miles. Chicago RC sales dropped while ours kept increasing. Incidentally, I have $300 worth of antenna sitting on my roof that I don't use any more."

Another advertiser who aims out 30 miles and more is Femco Inc., distributor of Motorola tv sets and a wide line of appliances. Del Carlisle, Femco sales manager, who is sponsoring the *My Little Margie* film series on WNDU-TV for 26 weeks, said the company has 100 Motorola dealers in 11 counties—three in Michigan, eight in Indiana.

Motorola is the second set in the market, he said. In describing the uhf-vhf situation, he said only 7% of receivers in the entire 11-county area are vhf-only and these are in the Michigan City and Benton Harbor areas bordering Lake Michigan. Chicago bangs into these cities with the aid of a water-haul. "As you go west of South Bend into LaPorte and Michigan City," Mr. Carlisle said, "about half the receivers are all-wave models." He said an all-channel Motorola costs $30 more than a vhf-only set.

The financial business likes South Bend-Elkhart television as served up by the three uhf stations. St. Joseph Valley Bank, Elkhart, is developing community prestige and bringing in new business through a public service program *Living With the Law*, produced by the Elkhart City Bar Assn. on WSJV. "The response in nine weeks has been tremendous," according to Eldon Lundquist, assistant vice president. "The first week opened our eyes; the second week showed continued growth; the third week was amazing.

"We measure advertising on an overall basis. Deposits are growing, contrary to the general trend. Trust activity is increasing, a key index."

The account is placed through Linder-Scott Associates, South Bend. Jack Scott, agency partner, is program moderator. The bank leads all Elkhart banks in rate of growth.

One of the more recent uhf enthusiasts is Joseph Laveno, president of Riverside Motor Sales, Goshen, Ind. (15,000 population, 10 miles southeast of Elkhart). "My television customers come as far as 60 miles away," Mr. Laveno said. "Well over half of them come in because of our Thursday night movie on WSJV. Television really does a job for Riverside. Nearly all our customers mention the program. We don't do much vhf tuning in this part of the country."

While many tv executives of national advertising agencies deny stoutly that they have any prejudice against uhf, many concede that memories linger on from some of the more unfortunate uhf station situations found in intermixed markets. One prominent buyer who preferred not to be quoted said leading agencies buy uhf in uhf markets but conceded they aren't too enthusiastic about some of the intermixed areas. "There is no Madison Avenue complex," this buyer said, mentioning such mixed markets as Portland (Ore.) and Miami. "We want evidence of listenership and conversion," he declared, adding that many uhf stations are derelict in not providing "accurate and adequate evidence of circulation."

On the other hand, a prominent station representative, who is not interested in the market but insisted on remaining anonymous, said, "There is an agency prejudice against uhf based on the original floundering stations, their weak signals and the bad receivers. If a uhf station is not an NBC or CBS outlet, many of the national agencies don't bother checking any further."

Station brokers, who appraise stations as well as buy and sell them, approach a uhf deal cautiously, one of the leading figures in the field told B•T. "If it's a good, prestige station with a high conversion rate and a good audience, we'll naturally be interested," he said, and then added, "A lot of them don't meet that test, especially in mixed markets."

LOCAL advertising agencies operating in Northern Indiana have no uhf prejudices. If anything, they're dubious about vhf except close to Lake Michigan or to the north. Jack Scott, partner in Linder-Scott Associates, and m.c. of the *Living With the Law* program mentioned earlier, said uhf caught on slowly in 1953 but now is a powerful medium. "Uhf is effective and reaches out well. The station coverage maps are generally accurate. We have all three networks and a lot of homes only need an inside antenna. Not much vhf is tuned around here any more."

Lincoln J. Carter, head of the South Bend agency bearing his name, said he can trace the uhf influence accurately as far as 50 miles—Warsaw, Ind., for example (44 miles). He said a client of the agency, Tower Federal Saving & Loan Assn., has used WSBT-TV to build prestige. "A lot of people thought saving and loan associations were alley bucket shops or small-loan sharks," he said. "Our first year on the air was directed at that fallacy. The second year we showed the soundness of our operation. Then we explained how Tower is a good place to save.

"Total assets have nearly doubled in recent years, after standing still for 20 years."

Clement B. Haines, account executive of Lampert, Fox, Prell & Dole, South Bend agency, gave a single-shot program on WSBT-TV credit for an astonishingly successful boat show held March 2-4 north of South Bend by Bullock Outboard Marine Co. A quarter-hour on the Joe Boland sports show "had a big effect," he said, with space also used in the *South Bend Tribune*. "Nearly everyone mentioned the program. Bullock's sold large numbers of boats, sold out every Arkansas Traveler in the place and had a customer for a $6,730 Coronado."

Mr. Haines offered this aside, "We think uhf is the greatest. There is no spark plug interference. Maybe you've noticed the flashing that shows up on vhf pictures. Uhf doesn't have airplane interference, like vhf, and it's necessary to remember that we're on the New York-Chicago route. We used to put up with vhf interference, poor fringe pictures and expensive towers, but we don't have to anymore."

WHAT THE SERVICEMAN THINKS ABOUT UHF

IT'S MOSTLY FLAT in the dozen or so Michiana (Northern Indiana, Southern Michigan) counties that depend primarily on the three uhf stations in South Bend-Elkhart for their television service. With a gentle roll and few hills to interfere, and no lofty mountains to throw blocks, the uhf pictures can be picked up 25 miles out with a corner reflector hitched to the chimney. From 25 to 50 miles, the signal may be good or it may be too weak to drive some of the noisier all-wave receivers.

There's an angle that must be emphasized in any mention of the flat Michiana landscape. That's the lack of high television transmitting towers. WNDU-TV Notre Dame (South Bend) has a 538-foot tower just 570 feet above average terrain. WSBT-TV's tower nearby is 479 feet high and 540 feet above average terrain. WSJV Elkhart has a 445-foot tower 410 feet above average terrain. All operate with medium uhf power (under 250 kw.).

Even so, the three stations put out a signal that engineers say is far better than the FCC's curves would indicate. There's little apparent difference in the way the three signals come in though they range from ch. 34 (WSBT-TV) to 46 (WNDU-TV) to 52 (WSJV). The lower frequency tunes a little broader but not sharper on the continuous tuners used in most sets.

Signal strength can be measured by an engineer's meters. It can be measured, too, by a curious reporter in an automobile. The latter procedure, while less scientific, provides answers to the question: How far does the signal go, and how good is it from a viewer's standpoint? By contacting tv dealers in outlying areas, the answers to most of the frequently asked questions about uhf coverage are provided.

Few servicemen or technicians say anything nice about the strip tuners used to adapt older sets. They work up a temperature when the 6AF4 tuner tube is mentioned. That's a critical tube in many tuners. Service people say it boils and puts out almost as much noise as signal. Its life is limited from a few months to a year, depending mostly on luck. The 6AF4 tube starts to fall apart first in the higher frequencies.

What these people say about set manufacturers and the type of engineering in all-wave receivers is often unprintable. Many of them estimate it takes three to 10 times as strong a uhf signal to plant a good picture on the screen as vhf needs. The difference? Noisy tuners, they insist.

"Why," moaned one city dealer, "Why doesn't somebody down there in Washington make these manufacturers answer for their sins? The stations and networks try to put out good programs and we go crazy trying to install the junk the factories give us. Nobody has ever developed a really decent tuner that can be built into a reasonably priced all-wave set. That new model (6AF4A) might be a little better, but not much. Tell them down there they ought to cut out the excise tax from all-wave sets and investigate the failure of manufacturers to turn out good equipment."

With all their troubles, tv servicemen are keeping all-wave sets operating. A tuner tube costs $3.50 retail, plus $5 more or less for the installation.

South Bend, Elkhart, and the outlying towns and farms offer myriads of tall, guyed vhf antennas. Practically all of these were built before reliable three-network service was available from the uhf stations. Often uhf bow ties and corner reflectors were fastened to the masts, usually within easy installation distance from the roof.

Because the two South Bend transmitters are 10 miles from the Elkhart station, some homes have two uhf antennas. Often servicemen split the angle and let one antenna do the job. Going out 30 or more miles, it's necessary once in a while to set up a rotor.

HERE are some typical comments made by dealers in three directions out of South Bend-Elkhart—north-northeast, east-southeast, and south—plus some observations by a metropolitan dealer:

Gene Gage, sales manager, Grant's Furniture & Appliance Store, Lagrange, Ind. (30 miles from Elkhart, 40 from South Bend, 27 from Fort Wayne-Auburn): "Most people get good signals from Elkhart and Auburn. South Bend and Fort Wayne are usually good but may have occasional snow. We start to lose Elkhart after going 10 or 15 miles east of Lagrange (over 40 miles). Kalamazoo comes in pretty good but there is interference. The 6AF4 tuner tube is giving us less trouble than last year. Very few homes don't have tv around here. All sets sold are all-wave, including color. Our new RCA color set brings in a good black-and-white signal from Elkhart."

Mrs. Tom Hire, Hire Electric Co., Ligonier, Ind. (closest uhf transmitter 29 miles): "We get five good uhf signals from Elkhart, South Bend and the Fort Wayne stations, and practically no reliable vhf service. Usually one antenna with a rotor or two corner bow-ties aimed opposite directions will get all five uhf stations. Occasionally we get a little snow from South Bend or Fort Wayne.

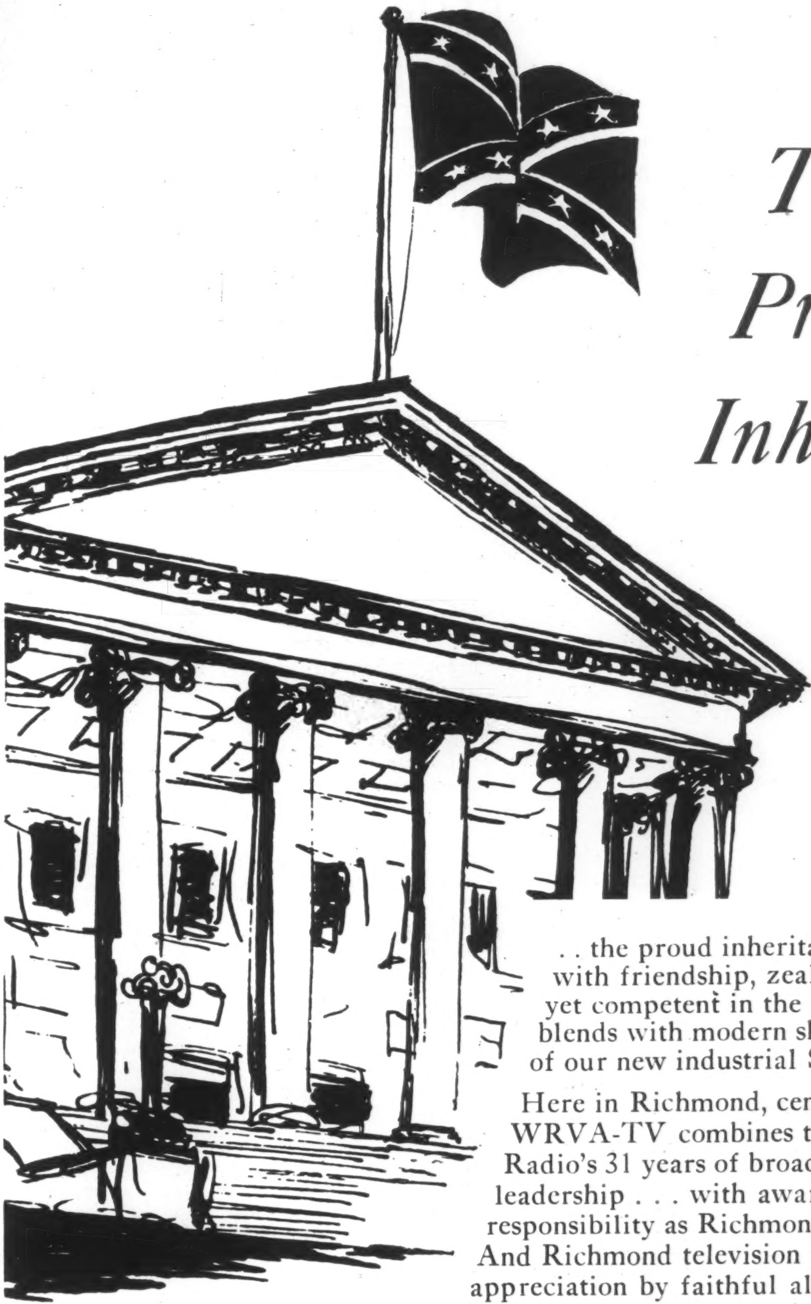
"Our new GE portable gets Elkhart on the built-in antenna, and all five stations are pretty fair with an indoor bullseye antenna. They're all hotter than a firecracker on the store's roof antennas. Nobody buys vhf-only sets."

Mrs. Lloyd Beatty, Pi-Rod Tv Sales & Service, Plymouth, Ind. (23 miles from South Bend, 28 from Elkhart): "We always get South Bend and Elkhart in our area, which goes as far as Rochester (40 miles from South Bend), Culver, and Bourbon. Fort Wayne, 65 miles, comes in very weak. The South Bend-Elkhart stations come in strong and we seldom need a tower except in a real bad spot. We make commercial and home towers and sell only all-wave sets. The 6AF4 tube is short-lived but we have a 1953 Westinghouse on the bench that uses a 6J6 instead, and the original tube is still operating. Some of the Chicago stations (100 miles away) come in with fringe service on a high tower but often we can't get the signals at all." South Bend came in snowy on a receiver's built-in antenna. An indoor corner reflector aimed away from South Bend brought in adequate pictures from the two stations. Outside antennas brought in fine pictures.

George Bucher, Bucher's Appliance Co., South Bend: "We haven't sold a vhf-only set in three years, and less than 1% of buyers want big vhf masts costing $190 upward. The three local uhf stations work anywhere inside our 15-mile area with bullseye, beercan or bowtie antennas. We run 50-50 indoor and outdoor antennas. Not over 25% of South Bend homes have more than one antenna. The built-in all-wave antennas in receivers don't work. They're only a gimmick." The store sells a $19.50 converter at a profit for use on trade-ins and old vhf-only sets. "Manufacturers who charge $40 or $50 for a tuner are gouging the public," he said. "They're several years late coming out with a tube to replace the 6AF4 in tuners. And why do they make it tough for us by advertising just the vhf-only price in magazines?"

Vincent Ward, of the Vincent Ward Appliance Store, Niles, Mich. (13 mi. from South Bend stations, 18 mi. from Elkhart): "We usually get South Bend and Elkhart on one antenna or an indoor pickup. WKZO-TV Kalamazoo comes in pretty good on a mast but Chicago is snowy. The uhf signals are generally good in Dowagiac (13 miles north) but beyond that it starts to taper off. Before uhf 98% of sales included guyed towers. Now we only sell all-wave sets. The low-priced RCA models pick up the uhf signals. We never sell a vhf-only set but a few people want masts; they like to boast they can get Chicago and the ball games. Once in a while the 6AF4s blow but don't misunderstand me—I don't mean everybody has tuner trouble."

Earnest Shank, Shank Radio Appliances, Cassopolis, Mich. (23 miles from South Bend stations, 20 from Elkhart)—"I never sell a vhf-only RCA or Crosley. Uhf comes in good beyond Vandalia (25 miles from South Bend) but there's a lot of Kalamazoo tuning around here on high towers. Chicago comes in on a tower, if conditions are right. I guarantee everything 90 days so the 6AF4 tubes cost me plenty. The new 6AF4A is a little better. RCA tuning shafts and knobs broke on some models but they corrected it. Out this far we need a $39.95 converter with two tubes and crystal. Now and then we get Elkhart and South Bend on the receiver's built-in antenna."



The Proud Inheritance . .

. . the proud inheritance of a courtly people, generous with friendship, zealous in their traditions — yet competent in the art of practical living — today blends with modern skills to speed the progress of our new industrial South.

Here in Richmond, center of Southern progress, WRVA-TV combines the rich inheritance of WRVA Radio's 31 years of broadcasting experience with leadership . . . with awareness of community responsibility as Richmond's newest television station. And Richmond television families are registering their appreciation by faithful allegiance to Channel 12. Their friendly response is a mark of esteem on which we place the highest value.

Represented by Harrington, Righter and Parsons, Inc.

WRVA-TV

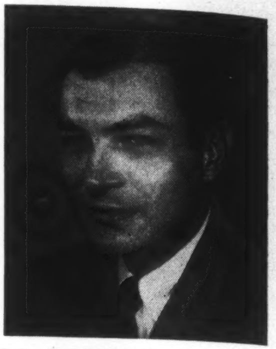
Richmond, Va.

CBS Basic *Channel 12*

C. T. Lucy, President   Barron Howard, Vice President and General Manager   James D. Clark, Jr., Sales Manager

GETTING TOGETHER ON FILM COMMERCIALS

There are trying moments between a commercial's conception and the finished print. The Society of Motion Picture & Television Engineers (see page 32) asked an agency man and a film producer to tell how the other could help. These texts, condensed, resulted.



WHAT AGENCY EXPECTS OF PRODUCER

By G. David Gudebrod
Supervisor of Film Production
N. W. Ayer & Son, New York

I THINK it is fortunate that the term "producer" implies a single person. We know that "the producer" is not one man but really a group of men, each one skilled in his own rather narrow field; budget, control, direction, editing or camera work. [But] in every top flight production firm you can expect to find a single person who sets the tone of the whole organization. As his organization grows, he automatically surrounds himself with men and women who think the way he does. Unless a production organization is gigantic in scope, I believe that you will find that there are some few things which it can do better than others—because of a built-in preference and liking. No single production firm can be, in our opinion, all things to all agencies and all clients. So you might say that one of the things we expect from almost any producer is a certain amount of specialization.

We also expect a producer to supply all of the services needed to complete the film according to the script—adequate sets on a suitable stage, adequate lighting equipment, good sound equipment and good camera equipment. To us it makes little difference whether the producer owns all of this equipment himself or whether he obtains facilities by other means. What *is* essential is that all of the services and facilities be immediately available to the producer when he needs them. Even more important is that the producer know how, when and where to get them and at the same time be creative enough, experienced enough and authoritative enough to put them to good use after he has them.

There is just one more *general* qualification which we expect in a producer—financial stability. Can this firm be counted on to complete the job—or will we be forced to step in and meet payrolls so that our client can have a completed film? Will the monies which we may advance in progress payments be safeguarded or will we be faced with a sudden demand for additional payments ahead of schedule?

I remember two aged great-aunts [whose] favorite admonition to me was that old expression, "Sonny, mind your P's and Q's!" I think an agency should expect a producer of films to mind his P's and Q's above all else. There are a lot of very specific P's and Q's. Here are just a few of them:

Whether the producer is large or small, Professionalism is a must. The really professional producer naturally brings to any job accurate camera work, well-lighted and well-exposed scenes and smooth editing. But more than this he should be a professional *commercial* producer. Be the film a half-hour trip through the plant or a 20-second tv spot, the professional producer will never take the attitude "Oh well, that's good enough—after all, it's only a commercial!"

This attitude, which we expect from a producer—call it professionalism—springs from both a liking for and an understanding of the advertising, merchandising or public relations field. Yes—even more—a respect for the *working* film as distinguished from the *entertaining* film.

The second P that every producer should mind would be Performance. There's a big difference between performance and promises. Performance, which an agency expects, is something more than can be written into a contract. Performance is that extra ounce of effort it takes to get a rough cut done at 2:30 when

(Continues on page 48)

WHAT PRODUCER EXPECTS OF AGENCY

By Robert M. Klaeger
V.P., Industrial & Film Production
Transfilm Inc., New York

WHEN a film producer is asked to summarize "What the Producer Expects From the Agency," it would be simple to detail any given production and itemize "what might have been."

There might have been a clearer understanding of what constitutes a routine operation.

The agency might have had more knowledge of the technical side of film operations.

There might have been more flexibility in the copy people.

There might have been more of an open-minded policy on the part of the agency when changes, for reason of visual impact or economy, were suggested.

In the future, we might hope to have ample time to produce spots in the regular course of business.

But none of these things can be stated in general terms, for every job differs, and the structure of every advertising agency and film producer differs. One agency may supply a script, storyboard, talent, and color-corrected product, and the next may supply none of these. The producer must be flexible enough to supply any one of these services, and must maintain a competent staff to produce the final product.

Some agencies, although presenting very comprehensive storyboards for bidding purposes, are willing to accept ideas that will improve the commercial or that will result in economies. Others will insist that the boards be followed exactly, even though the pre-production meetings have indicated that the changes should be made. This inflexibility seldom pays off for the agency. Certainly it is cheaper to revise a storyboard than an answer print.

One of the most important requirements from all agencies is a "voice of authority." [Someone] must have the authority to represent the agency in all matters concerning production—and must be available to the producer in the various phases of production—if the producer is to have a successful operation.

We expect the agency to consider us a part of its operation, for history in television commercial production proves that this is the only successful method of operation. Agencies and producers having this type of relationship have expanded tremendously in the past few years, and will continue to do so. Agencies that attempt to employ "sharp practices" with reputable producers soon find that it is difficult to contract for a repeat job. The reverse is obviously true. No reputable producer can afford to gamble his future for a quick dollar, or run out on a job.

We expect agency personnel to learn more about our technical operations. Lack of understanding between the producer and the agency makes it easy to condemn in either direction. Producers are constantly learning about advertising and its problems. Agencies have established commercial departments staffed with trained personnel, and the overall relationship improves day by day. This has made possible a tremendous volume of filmed commercials.

We expect agencies to understand why competitive bids can vary. Pricing techniques differ in every production organization, just as pricing techniques in terms of services differ in every agency. There can be no pat percentage to cover overhead, supervision, administration, sales and profit. If overhead was the same in all production houses, it would imply that all producers pay the same rent, have the same volume, have exactly the same

(Continues on page 48)

HABIT STATION

'round the clock ...all 'round Detroit

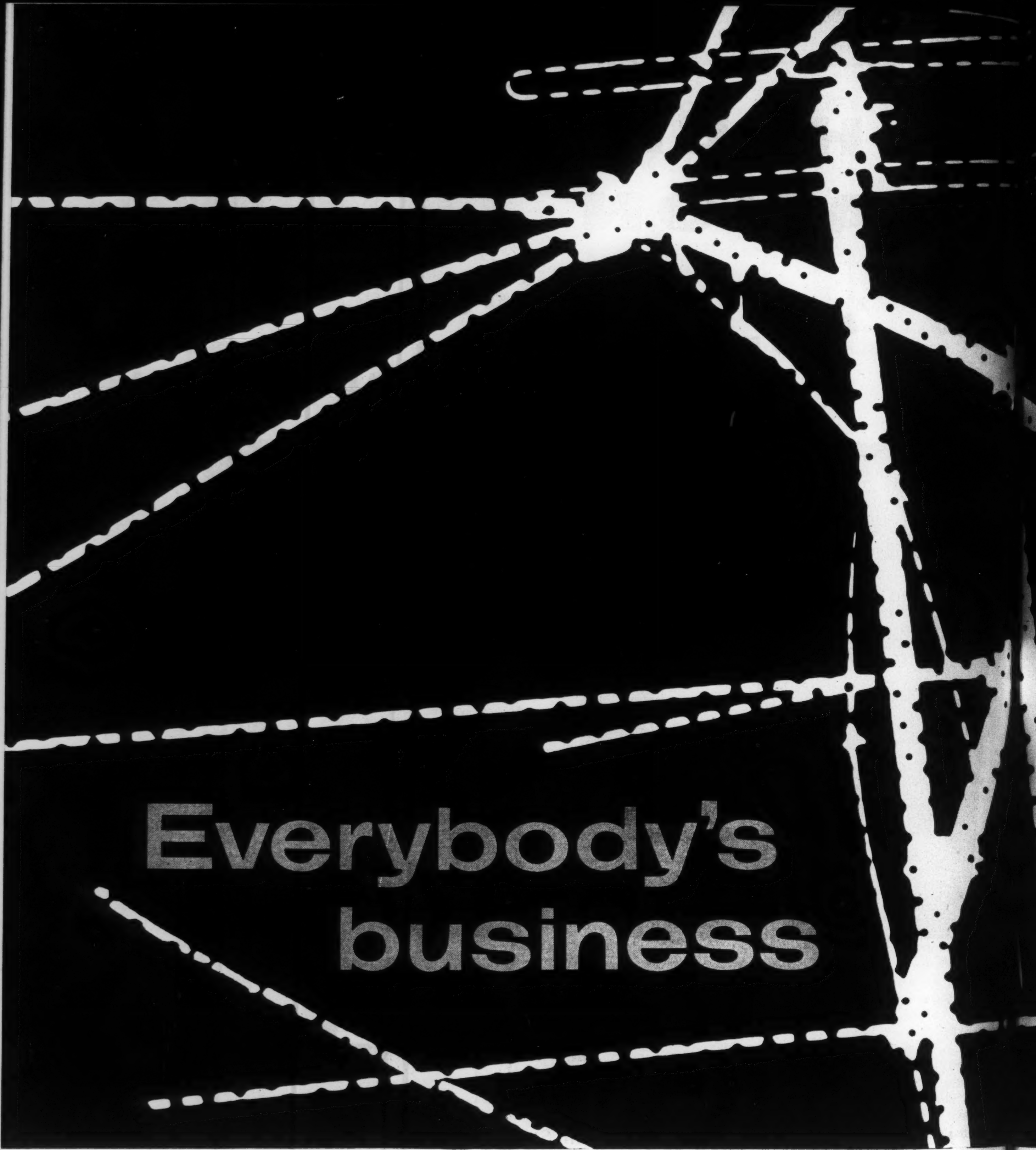
WJBK

RADIO

Michigan's Most Powerful Independent Station •
10,000 watts day • 1,000 watts night • 1500 KC •
AM-FM • Tops in News, Music and Sports

A STORER STATION

Represented Nationally by **THE KATZ AGENCY**
TOM HARKER, Vice Pres. In Charge of Sales
118 E. 57th, New York 22 MURRAY HILL 8-8630



Everybody's business

Ironing board covers are just as much at home on network television as automobiles. A small-budget manufacturer of lawn seed thinks of it as a basic medium just as readily as a big-budget manufacturer of refrigerators.

New sales patterns developed by NBC have placed network television within the reach of every category of business. And as these sales patterns continue to fre network television from the rigid system of sponsorship inherited from radio, more and more advertisers will be able to profit from its unparalleled impact.

There are more advertisers on TODAY alone than there were on the leading radio *network* a decade ago. The

widely applied TODAY pattern of participation has opened television to many new advertisers looking for flexible, economical, highly merchandisable ways to use the medium. And the Color Spectaculars offer new ways for more sponsors to capitalize on the audience appeal of big 90-minute shows and to begin reaping the benefits of displaying their products in Color.

With programs to attract *all* the American publics, and with its pioneering sales patterns, NBC places network television at the service of *everybody's* business.

exciting things are happening on

NBC Television

a service of RCA

GASOLINE-OIL | **IN NEW YORK TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Gulf Oil Co. (Young & Rubicam)	1	1	4	135
	Gulfpride Motor Oil		1	1-1/3	45
	H. D. Select Motor Oil		1	1-1/3	45
	No-Nox Gasoline		1	1-1/3	45
2.	The Texas Co.	1	1	4	79
	(Cunningham & Walsh)				
	(Erwin, Wasey)				
	(Kudner)				
	Havoline Motor Oil		1	2	39
	Marfak Lubrication		1	1	20
	Sky Chief Gasoline		1	1	20
3.	American Oil Co. (Joseph Katz)	1	1	½	19
	Amoco Gasoline		1	1/2	19

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Gulf Oil Corp. (Young & Rubicam)	1	1	4	105
	Gulfpride Motor Oil		1	1-1/3	35
	H. D. Select Motor Oil		1	1-1/3	35
	No-Nox Gasoline		1	1-1/3	35
2.	The Texas Co.	1	1	4	96
	(Cunningham & Walsh)				
	(Erwin, Wasey)				
	(Kudner)				
	Havoline Motor Oil		1	2	48
	Marfak Lubrication		1	1	24
	Sky Chief Gasoline		1	1	24
3.	Esso Standard Oil Co.		1	20	75
	(McCann-Erickson)				
	Esso Gasoline & Oil		1	20	75
4.	General Petroleum Corp.		2	9½	75
	(Stromberger, LaVene, McKenzie)				
	Mobilgas & Mobiloil		2	9½	75
5.	American Oil Co. (Joseph Katz)	1	1	½	18
	Amoco Gasoline		1	½	18

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary monitoring occurred Feb. 11-17, 1956.

Grey Combines Two Depts.

MARKETING and research departments of Grey Adv., New York, heretofore separate entities, have been combined at the agency in recognition of "the increasing need of centralized planning in the marketing area and the close liaison required between research operations and marketing planning," Arthur Fatt, president, announced last week. Richard S. Lessler, Grey's research director, will head the department as vice president.

Geyer Agency Names Geyer, Hartshorn V.P.s

JOHN R. GEYER, secretary, and Stephen H. Hartshorn, research director, Geyer Adv., New York, have been elected vice presidents of the agency, President Sam H. Ballard is announcing today (Monday).

Mr. Ballard, himself recently elected president, told B•T last week that the new appointments are "in line with Geyer's policies of widening agency ownership among key employes and executives, moving more and more of them into active management roles." The agency has announced a new ownership plan whereby 50% of Geyer stock is being sold to members of the firm [B•T, April 30].

Mr. Geyer, son of Board Chairman B. B. Geyer, took a leave of absence from the agency during 1950-51 to assume the presidency of Nash-Eastern, operator of New York and Greenwich, Conn., car dealerships. Nash Div. of American Motors is serviced by Geyer at this time. Mr. Hartshorn, former research director of Trace-Locke-Dawson Inc., joined the agency in 1944 with the merger of T-L-D and Geyer.

MR. GEYER

MR. HARTSHORN

Anthony Heads M-E Office

FORMATION of a new sales development office—encompassing the merchandising and sales promotional services heretofore conducted by the agency itself—was announced last week by McCann-Erickson Inc., New York.

MR. ANTHONY

Heading the department is Roy Anthony, formerly sales promotion manager, Pillsbury Mills Inc. Other executives named to the new department: John H. O'Toole Jr., former manager of McCann-Erickson's merchandising department; Wallace J. Rigby, former associate director of merchandising, and Ferd Ziegler, sales promotion manager, all vice presidents.

Gunther Appoints SSC&B

GUNTHER BREWING Co., Baltimore, Md., has appointed Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle its advertising, effective Aug. 1, Walter Driscoll, vice president in charge of marketing, announced last week. Gunther Brewing has an advertising budget of nearly $1 million. Bryan Houston, New York, formerly serviced the account.

SERVICE a big word at **KOMO-TV**, Seattle

Seattle's prized ANNUAL PAUL BUNYAN AWARD*—presented by the Chamber of Commerce to the business firm which made the most constructive contribution toward focusing favorable national attention upon the city of Seattle.*

"Service" means a lot of things at KOMO-TV, Seattle. In this instance, it meant arranging, staging and producing the 3-day visit to Seattle shown coast-to-coast on HOME via NBC-TV . . . a presentation that won praise both locally and nationally.

It also means "viewer service"—maintaining a high standard of programming and studio production for the people of Seattle and Western Washington —as reflected in their respect for Channel 4.

And, there is "advertiser service"—in programming, in handling of commercials, in merchandising and promotion—the kind of intelligent, able service advertisers enjoy and expect when they do business with KOMO-TV.

KOMO
TV

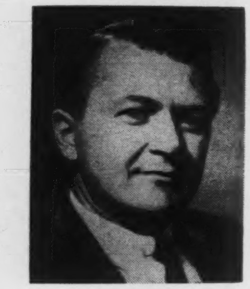
for greater influence in Seattle and Western Washington.

CHANNEL 4 NBC *the COLOR station*

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

Mumm, Mullay & Nichols Names Kelley President

AT A SPECIAL board and stockholders meeting last week, John P. Kelley, vice president and client service director, Mumm, Mullay & Nichols Inc., Columbus, Ohio, and New York, was elected president of the agency, succeeding Michael H. Sloman, who becomes board chairman.



MR. KELLEY

At the same meeting, vice presidents Robert L. Schroer, George A. Slater, Edmund L. Bigelow, Philip A. Brown, Hershel W. Amburn, all of Columbus, and Arnold Cohan of New York, were re-elected officers. Marden Long was re-named secretary-treasurer of the agency. Newly-elected board members include Charles J. Gallant, Gerald O. Kaye, John Roberts, Robert G. Kelley, Richard V. Willcox and Messrs. Sloman and John P. Kelley.

John P. Kelley previously has been with Monsanto Chemical Co., BBDO Cleveland and the Seiberling Rubber Co., Akron.

NADA Principles Condemn Deceptive Ads for New Autos

SET of principles designed to prevent deception in advertising of new autos has been published by National Automobile Dealers Assn. The principles are additions to recommended advertising and sales practices adopted by NADA last December in cooperation with the Assn. of Better Business Bureaus.

The NADA principles are based on the belief that "advertising should be accurate and clean, and should not be unfair, confusing, or deceiving to the public in any manner." They condemn such phases as "one penny profit," "just leave us a buck," and "$10 over our cost." Rules are laid down to cover advertising of demonstration and executive cars.

Fox Gets Ford Appointment

APPOINTMENT of Eldon E. Fox as advertising manager of its special products division was announced last week by Ford Motor Co., which plans to introduce a new medium-priced automobile next year.

Mr. Fox comes to Ford from Minneapolis-Honeywell Regulator Co., where he was director of advertising and sales promotion and previous to that was advertising manager. He is expected to administer the division's estimated $15 million advertising account—including dealer co-op funds. A goodly share is anticipated for radio-tv. Foote, Cone & Belding was selected to handle the account earlier this year [B•T, March 12, Feb. 13].

Elgin Drops Murrow Show

ELGIN WATCH Co., Elgin, Ill., an account handled by Young & Rubicam, New York, and now returning to J. Walter Thompson, New York, is understood to be dropping its portion of the *Person to Person* show with Edward R. Murrow, on CBS-TV, Fridays, 10:30-11 p.m. At least a half dozen advertisers have placed orders with CBS-TV to pick up the sponsorship. A decision from the network is expected shortly.

AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
on your mark!

Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami

NEW TRIPLE-A PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A

Atlanta

Name your product—lipstick, lollypops or LaPalinas . . . ladies', children's, or men's! WLW-A has the show for it with the smash new TRIPLE-A Plan—guaranteeing Audience and Action in Atlanta!

Yes, WLW-A offers just the right television shows for just the right products—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. So here's a product-perfect, show-time plan that really delivers the goods. And only WLW-A gives you this TV selective-audience package—the big new TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta!

A member of the Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

No. 27
Makegood Mac

DISCREPANCIES
OUT
SALES MGR.

Coverage
fine,
Facilities great . .

To err is human,
Another rebate.

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WTVO
Channel 39
Rockford, Ill.

WNEM-TV
Channel 5
Bay City, Mich.

Tp
Tp
TELEPROMPTER SERVICE

Trademark
registered
U. S. Pat. No.
2655979
Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
ANGELES CHICAGO WASHINGTON TORONTO

WHAT AGENCY EXPECTS FROM THE PRODUCER

(Continues from page 40)

the client expects it at 2:30. Performance is delivery on time—within the budget. Performance is following through on delivery of good prints, accurately labelled and shipped to the right person and arriving on time.

Then there's another P—standing for People. The agency expects the producer to assign people wisely. To put a high-style director on a job involving the molecular structure of a petroleum polymer is whimsical, to say the least. The editor who loves a slow-moving documentary is not apt to do well with a 20-second chainbreak. And the director of 300 one-minute spots is not likely to understand too well the problems of an all-dialogue commercial comedy.

Now for a few Q's which we expect a producer to mind. The first one is Questions. We expect a really good producer to ask a lot of questions and ask them at the right time. We expect these questions to be not merely for information but sometimes provocative.

Too many times when we have called a producer about a certain script or scripts, they are picked up by a messenger. Maybe 24 hours later, we get a telephone call saying these scripts can be done in five weeks at a cost of X thousand dollars. Can you blame the agency if there are some doubts about this sort of an estimate? How big is that living room set? Why? Who is supposed to supply that art work in shot six? Who does the agency want for a narrator—Joe Doe at scale or Richard Roe at overscale?

Then there's a lot of other questions of a slightly different type, but which can lead to better interpretation of a script. Why are the sets so definitely upper income in tone? Why so little narration? Why so much? Questions like these will help the producer really understand what he is expected to put on the screen and why. He can then better do the job—from direction, camera work and editing. We hopefully expect these questions—and many times get them.

Finally, there is still another category of questions which we hopefully expect and seldom hear. These questions, asked at the right time, are more valuable than pearls and rubies and roughly about twice as rare! For instance, not too long ago we were about to produce a story line commercial which was then designed to be shot exterior—on street corners, in drug stores, at a bus stop, and so on. Then came a producer question: "Had we ever thought of doing it with flats painted to suggest these locations—just outline drawings?" No, we hadn't, frankly. This treatment producer question lifted the whole spot out of the ordinary and lowered the cost to the client.

Now let's consider another Q . . . Quality. Like the weather, everybody talks about it. Like the weather, it differs from place to place, and from time to time. But nevertheless, it is something an agency expects from a producer.

Differences of quality obviously mean a difference in cost. It is, I think, up to the producer to make these judgements on the basis of his technical knowledge—of the budget, of the commercial usage the film will get—of his own internal working. Of course, we cannot expect this whole burden to fall on the producer. But we do expect the producer to share it. In short, there is a time to cut corners (and thereby quality) and there is a time when it should not be done.

Just one more Q we expect a producer to mind. And maybe it should have been the first one: Quotations. An agency expects these to be accurate and firm. If there are any if's, and's or but's involved, we ought to know about them at the very start because nothing is more unsettling to an agency-client relationship—and to an agency-producer relationship—than a sudden discovery that there's an extra cost for this or the other thing.

Anyway, a quote on the price of a film—or on a remake—or on a new sound track—had best be well considered. It should be clear and as detailed as necessary. If you figure that there is one day of exterior shooting say so, but add that additional location days due to weather delays will cost so much extra per diem. We expect the producer to call this "if" to our attention in the quotation.

And there is another sort of quotation we expect: Suppose you have a film contract. Suppose either client or agency decides at rough cut stage to do additional photography. The agency, I think, has every right to expect a quotation on this new work within a matter of hours.

In brief, an agency expects quotations to be accurate, complete and sometimes fast. We normally expect such a quotation in somewhere between two and three working days. Abnormally, an agency may want it in five hours . . . in which case, both agency and producer tempers get ruffled—to put it mildly.

WHAT PRODUCER EXPECTS FROM THE AGENCY

(Continues from page 40)

equipment, and provide their employes with the same benefits. In the area of direct labor, can anyone expect that creative personnel will be paid exactly the same wage, company by company? They are paid according to ability, and that's what you are buying.

Consideration must also be given to the man preparing the estimate. In estimating, an interpretation of the script or storyboard must be made, and it can vary greatly among producers, and even among the personnel within any given production house. Should two hours be allowed to photograph Scene 1, or will one take completed in 15 minutes be satisfactory? Should opticals be used, or can you "get by" with a straight cut? Should the sound track be rerecorded for best reproduction, or does it matter if we hear the splices or a few level changes? Hot press or hand-lettered titles? A protection master before release prints are ordered? The selection made in these items reflects the thinking of the company and of its personnel.

In our experience, competitive bidding is on its way out. Less than one-third of our productions are awarded on this basis. If a competitive bid is requested, in most cases it is window-dressing, for the agency tv producer and the account section making the request know within 3% to 5% what it will cost to produce the commercial. Even so, a responsible producer must estimate every job before production, and submit the price to the agency, to make certain that both have made the same interpretation of the script. However, we strongly recommend that those agencies not having personnel with film production experience continue to ask for competitive bids, for this will assure the agency that the producer selected is making a responsible bid.

There is one more thing that we producers expect from the advertising agencies. We expect them to continue the selling efforts that have done so much to make industrial America what it is today. And we, the film producers, want to be a growing part of that effort.

Now On the Air!

WRGP·TV *channel* 3

Chattanooga's

FIRST AND ONLY

FULL POWER

TELEVISION STATION

NBC·ABC

COVERING OVER

60 COUNTIES

IN

TENNESSEE, GEORGIA, ALABAMA
AND NORTH CAROLINA

In the Heart of the Industrial South

★

R. G. PATTERSON
President

★

HARRY STONE
Station Manager

★

Studios Located
1214 McCallie Ave.
Chattanooga
Tennessee

★

Represented
Nationally
by
HR Television Inc.

★

FOR AVAILABILITIES AND RATES SEE YOUR **H-R** TELEVISION MAN

Endorsements Inc. Back 15% Commission in New Policy

A POLICY of payment of a 15% commission to advertising agencies was announced last week by Jules Alberti, president of Endorsements Inc., New York, a firm specializing in testimonials. Mr. Alberti said the rebate payment to agencies will go into effect May 15 and will be similar to that received by them from media "because it is both a timely step and an important stride in the future development and use of testimonials."

Mr. Alberti emphasized "hearty agreement" with Henry G. Little, chairman of the American Assn. of Advertising Agencies, "that the present commission system and the customary percentage have been demonstrated to be the best method toward a healthy and profitable operation and expansion of advertising, and that they should be continued for the mutual benefit of both advertisers and agencies" [B•T, April 30].

The new policy by Endorsements, he said will serve to compensate agencies for the drain on manpower caused by additional contact work to handle the testimonial phase of a campaign; cut overall costs to advertisers, particularly those whose agencies customarily add commission to the fee paid to celebrities for testimonials; increase "objectivity" of agencies in considering testimonial use and encourage wide acceptance of testimonials via the standard method of billing.

Newspapers 1955 Ad Total Hits Record $695 Million

THE INVESTMENT by national advertisers in newspapers in 1955 rose to the record high of $695 million, according to figures released last week by the Bureau of Advertising, American Newspaper Publisher's Assn. The 1955 total was described as "more than $100 million above the figure for the previous year."

Largest dollar increase was represented in the automotive classification in national advertising, the bureau said, with the 1955 total of $199,438,000 up almost $60 million (42.6%) over 1954. Other classifications producing substantial gains were reported as follows: amusements, 31.6%; baking products, 36.7%; hotels and resorts, 12.1%; insurance, 22%; medical, 14.5%; tobacco, 17.3%; public utilities, 24.7%.

ReaLemon Ad Plans on C-C

A SPECIAL 15-minute closed circuit is planned for Friday (12:30 p.m. EDT) to leading food brokers in major cities under the auspices of ReaLemon-Puritan Co. (fruit juices) to detail its spring and summer advertising and promotion plans. NBC Radio's facilities will be used. ReaLemon had signed for $1 million saturation campaign on four of the network's programs as well as similar campaigns on other networks. A group of network personalities will join Irving Swartzberg, ReaLemon's president, on the broadcast which will be produced and directed by Bob Wogan.

Stuart D. Cowan Dies

FUNERAL services were held last Friday morning at the Church of Resurrection, Rye, N. Y., for Stuart D. Cowan, 63, advertising consultant and former head of Cowan & Dengler Inc., who died Tuesday at his home in Rye following a heart attack. Mr. Cowan is survived by his wife, the former Lucy Develin, and two sons, one of whom is a vice president at Donahue & Coe.

LATEST RATINGS

ARB

TOP TEN NETWORK TV PROGRAMS, APRIL 7 THROUGH 13

Rank	Program	Sponsor	Agency	Network	Stations	Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	51.9
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	50.8
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	
		General Foods	Young & Rubicam		157		49.5
4.	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	43.9
5.	Jack Benny	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	42.4
6.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	41.3
		American Dairy Assn.	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
7.	Perry Como	Armour	Tatham Laird	NBC	81	Sat., 8-9	39.3
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton Products	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed. 9:30-10	38.0
9:	December Bride	General Foods	Benton & Bowles	CBS	182	Mon., 9:30-10	37.9
10.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	37.3
	The Honeymooners	Buick	Kudner	CBS	187	Sat., 8-8:30	

	Program	Viewers		Program	Viewers
1.	Ed Sullivan (CBS)	48,020,000	6.	Disneyland (ABC)	37,150,000
2.	I Love Lucy (CBS)	42,580,000	7.	You Bet Your Life (NBC)	34,990,000
3.	Jack Benny (CBS)	40,940,000	8.	Honeymooners-Gleason (CBS)	33,360,000
4.	$64,000 Question (CBS)	40,050,000	9.	Dragnet (NBC)	31,130,000
5.	Perry Como (NBC)	39,600,000	10.	December Bride (CBS)	29,960,000

Copyright by American Research Bureau Inc.

NIELSEN

TOP TV PROGRAMS (TWO WEEKS ENDING APRIL 7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	No. of Homes Reached (000) †Total Audience
1.	I Love Lucy	Procter & Gamble	Biow	CBS	154	Mon., 9-9:30	15,900
		General Foods	Young & Rubicam				
2.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	15,830
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	15,690
4.	Disneyland	American Motors	Geyer & Brooks, Smith French & Dorrance	ABC	180	Wed.,7:30-8:30	15,269
		American Dairy Assn.	Campbell-Mithum McCann-Erickson				
		Derby Foods					
5.	Greatest Show on Earth	General Foods	Benton & Bowles	CBS	169	Tues.,	14,216
6.	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	14,110
7.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	13,654
8.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	12,987
		Dormeyer	John W. Shaw		82		
		Gold Seal Co.	Campbell-Mithun		86		
		International Cellucotton Prods.	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
9.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	12,180
10.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	172	Sat., 9:30-11	12,145
	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	See Ratings Below
	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	

Rank	Program	No. of Homes Reached (000) ‡Average Audience	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	15,198	1.	$64,000 Question	46.9	1.	I Love Lucy	44.8
2.	$64,000 Question	14,742	2.	I Love Lucy	46.8	2.	$64,000 Question	43.7
3.	December Bride	13,022	3.	Ed Sullivan Show	46.8	3.	December Bride	38.7
4.	Ed Sullivan Show	12,671	4.	Disneyland	45.0	4.	Ed Sullivan Show	37.8
5.	Jack Benny Show	12,390	5.	Greatest Show on Earth	43.8	5.	Jack Benny Show	37.1
6.	Disneyland	12,180	6.	December Bride	42.0	6.	Disneyland	35.9
7.	Dragnet	11,337	7.	Jack Benny Show	40.9	7.	Greatest Show on Earth	34.7
8.	You Bet Your Life	11,302	8.	Perry Como Show	38.9	8.	Dragnet	33.1
9.	Greatest Show on Earth	11,267	9.	Ford Star Jubilee	36.9	9.	You Bet Your Life	33.1
10.	I've Got a Secret	10,706	10.	You Bet Your Life	35.6	10.	I've Got a Secret	32.2

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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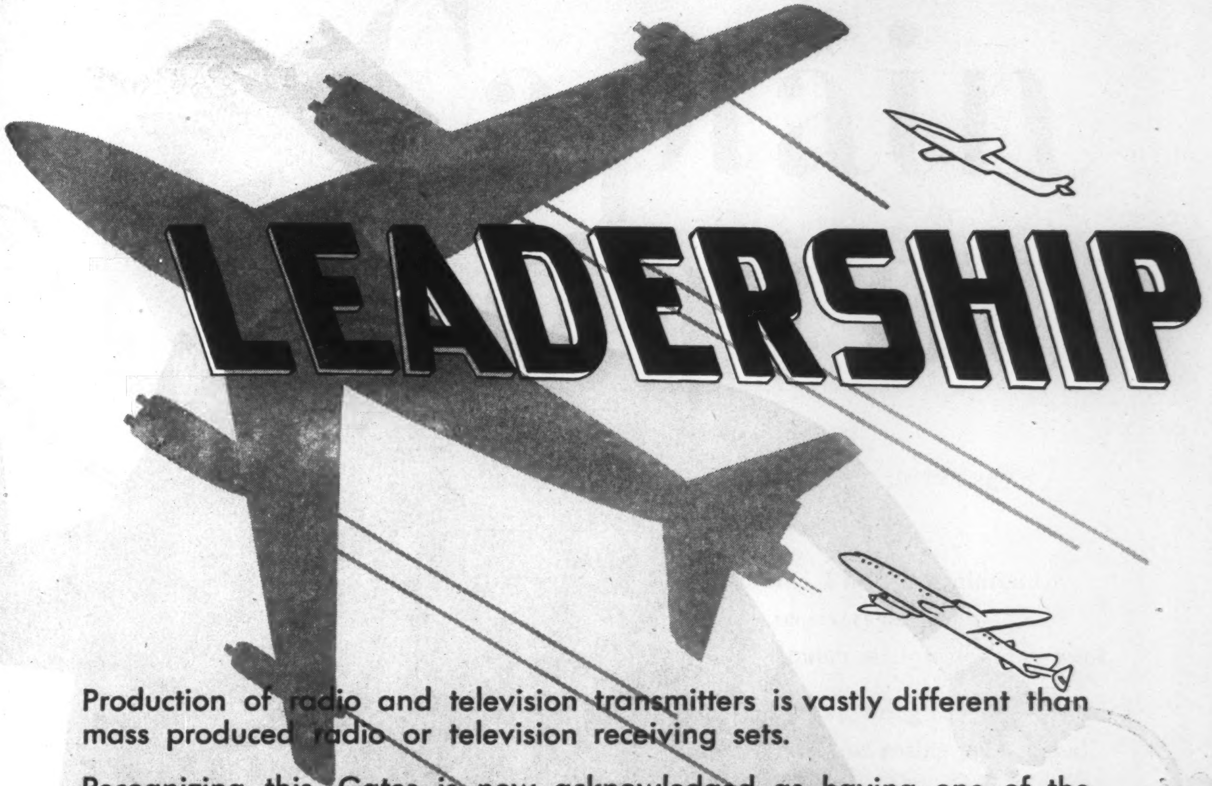
VIDEODEX

TOP 10 TV PROGRAMS (APRIL 1-7)

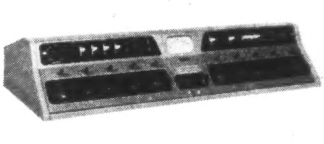
Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% of Tv Homes
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	34.1
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	34.0
3.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	31.8
4.	I Love Lucy	Procter & Gamble	Biow	CBS	154	Mon., 9-9:30	31.7
		General Foods	Young & Rubicam				
5.	George Gobel	Armour & Co.	Foote Cone & Belding	NBC	177	Sat., 10-10:30	30.5
		Pet Milk	Gardner		169		
6.	Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	29.4
		Dormeyer	John W. Shaw		82		
		International Cellucotton	Foote, Cone & Belding		90		
		Gold Seal	Campbell-Mithun		86		
		Noxzema Chemical	Sullivan, Stauffer Colwell & Bayles		95		
		Toni	Weiss & Geller		91		

[*Continues on page 54*]



Production of radio and television transmitters is vastly different than mass produced radio or television receiving sets.

Recognizing this, Gates is now acknowledged as having one of the most efficient specialized manufacturing plants in the world. Through standardization, machinery, industrial engineering and the unending search for better ways at lesser cost, Gates broadcasting equipment has continuously zoomed upwards in quality and downwards in price.



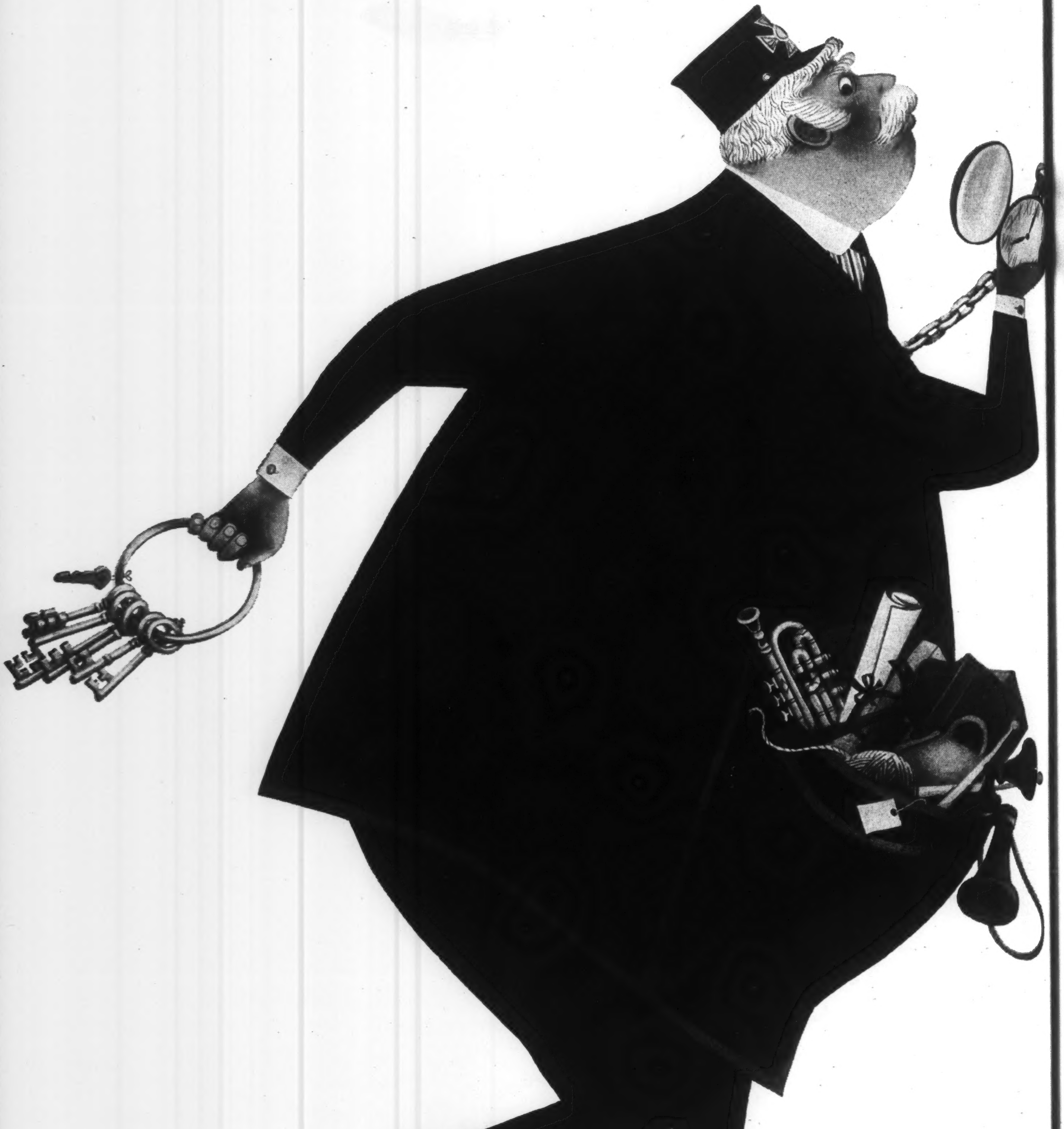
The "Gatesway" speech input console is making this year — Audio's Finest year

It may be true that Gates progress is at least one of the reasons why there are three times as many radio stations today as was even dreamed of two decades ago. Profitably so, too. Because whether they bought Gates or one of the many other good makes, it was Gates price and quality leadership that created today's proper prices for broadcasting equipment.

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS

MORE THAN A CLAIM
NO. 1269


balet

the secret of Captain Kangaroo

(just declassified for all advertisers)

Advertisers may know that each morning 4 million children sit entranced in front of their television receivers as they watch "Captain Kangaroo"—and that their number is growing every week.

They may also know that the kids will do anything he says—from singing a song to brushing their teeth or eating their cereal.

They may even know that children are always asking their mothers to buy something they have seen on television.

But what advertisers may not know is that a new research study recently completed by Eugene Gilbert and Company shows that 3 out of 5 children who regularly watch "Captain Kangaroo" go shopping with their mothers an average of three times a week.

It adds up to a pretty compelling picture for the advertiser who would like to have this kind of attention focused on his product.

This bewitching children's program now has a 73% higher rating than its closest network competition and is available at a 49% lower cost per thousand. Joining forces with this great early morning leader might just turn out to be the secret sales weapon you need.

CBS TELEVISION

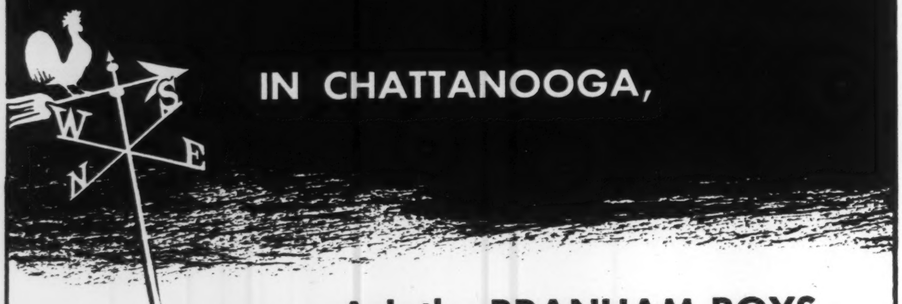
LATEST RATINGS— *Continued*

Rank	Program	Sponsor	Agency	Net-work	No. of Stations	Day & Time	% of Tv Homes
7.	Red Skelton	Pet Milk Co.	Gardner	CBS	96	Tues., 9:30-10	29.3
8.	G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	29.2
9.	Disneyland	American Motors American Dairy Assn. Derby Foods	Geyer & Brooks Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	180	Wed.,7:30-8:30	29.1
10.	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	28.6
	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	See Ratings Below
	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	

	Program	No. of Cities	No. Tv Homes (000's)		Program	No. of Cities	No. Tv Homes (000's)
1.	$64,000 Question	164	12,597	6.	George Gobel	159	10,520
2.	Ed Sullivan Show	157	12,231	7.	The Honeymooners	154	10,177
3.	Disneyland	178	10,906	8.	G. E. Theatre	142	10,084
4.	Dragnet	163	10,902	9.	December Bride	176	10,053
5.	I Love Lucy	153	10,901	10.	You Bet Your Life	154	9,971

MORNING DOMINANCE

GREATER THAN EVER!



IN CHATTANOOGA,

Ask the BRANHAM BOYS—

BEST BUY in the 79th MARKET

See The NEW HOOPER!

NBC AFFILIATE

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

Livemore Named Seeds V. P.

APPOINTMENT of Jesse L. Livermore as vice president of Russel M. Seeds Co., Chicago, was announced last week by Freeman Keyes, agency president. Mr. Livermore will work on the newly-acquired $3 million Lanolin Plus Inc. account [B•T, April 30], it was understood, and joins Seeds from the Biow Co., where he was an account executive.

Tower Houses Agencies, Rep.

AMONG new tenants which are to occupy offices in the newly-completed 13-story circular headquarters building of Capitol Records, Hollywood, are Campbell-Ewald Co. and Guild, Bascom & Bonfigli, advertising agencies, and station representatives Peters, Griffin, Woodward. The leasing agent indicated that negotiations are in progress with other advertising agencies for space in the Capitol Tower. All the new tenants are expected to be located in the tower by June 1.

SPOT NEW BUSINESS

American Home Food Div. of American Home Corp., N. Y., for Chef-Boy-Ar-Dee, will sponsor TPA film series *Stage 7* in approximately eight markets, including WPIX (TV) and WABD (TV), both N. Y. Agency is Young & Rubicam, N. Y.

Merkel Inc. (meatpackers), Jamaica, L. I., emphasizing radio-tv spot in introduction of liver paté. Drive covers New York metropolitan area and outlying districts, including Connecticut, Pennsylvania and Maryland. Blaine-Thompson Co., N. Y., is agency.

NETWORK NEW BUSINESS

Slenderella Inc. (reducing salons), Stamford, Conn., sponsoring five-minute *Speaking of Love* program over 18 stations of NBC's Western Radio Network. Program, dealing with personal problems, will be carried Mon.-Fri., 12:40-12:45 p.m., PDT, starting June 4. Agency is Management Assoc., Stamford.

International Minerals & Chemical Corp., Chicago, for its Accent food seasoning, has signed for five-minute segment of ABC Radio's *Breakfast Club* for 52 weeks, starting July 2. For first week only, IM&C will sponsor Monday, 9:25-9:30 a.m. EDT segment, moving following week to Wednesday, 9:20-9:25 a.m. EDT. Agency is BBDO, Chicago. **Bristol-Myers Co.** and **Union Pharmaceutical Co.,** also signed 52-week contracts for *Breakfast Club* and *Whispering Streets* respectively on ABC Radio. Bristol-Myers, through Young & Rubicam, has added three-times-weekly five-minute sponsorship in the 9-10 a.m. EDT show for Sal Hepatica, effective July 2. Union, through Grey Adv., will begin sponsoring 10:50-10:55 a.m. EDT slot of 15-minute daily daytime serial starting June 4. Also added to *Breakfast Club* was a five-minute sponsorship, three times weekly, of **General Foods Corp.,** for Jello-O, starting May 14. Agency for the latter is Young & Rubicam, N. Y.

Hazel Bishop Inc., N. Y., which previously had cancelled sponsorship of *Sunday Spectaculars* and *This Is Your Life*, both on NBC-TV, signed as sponsor of new NBC-TV program, *The Paul Whiteman Show* (Tues., 8:30-9 p.m. EDT), starting June 19. Agency: Raymond Spector Inc., N. Y.

Columbia Pictures Corp., through Donahue & Coe Inc., N. Y., will sponsor 25 segments of CBS Radio's *Edgar Bergen Hour, Bing Crosby Show, Amos 'n' Andy, Music Hall, Jack Carson*

In Detroit...the Town that's Baseball Batty

WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	**WKMF**	**WKHM**	**WSAM**
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

The Community Stations
KNORR Broadcasting CORP.

WKMH

Dearborn–Detroit

FRED A. KNORR, Pres.
JOHN CARROLL, Mg. Director
Represented by Headley-Reed

TV ADVERTISERS:

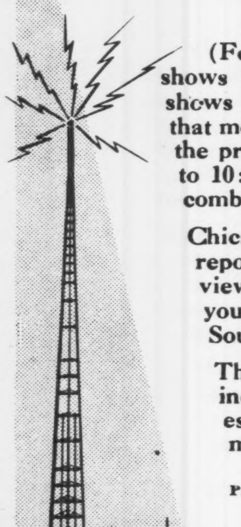
You are not covering South Bend-Indiana's 2nd market-unless you are using WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend Market—either A. R. B. or Pulse. They all show that WSBT-TV completely dominates the South Bend market. The latest A.R.B. report (February,1956) tells the same story. It shows that WSBT-TV carries the top 13 shows and 23 of the top 25! It also reveals that more viewers watch WSBT-TV during the prime daily viewing hours of 6:30 p.m. to 10:30 p.m. than watch all other stations combined!

Chicago stations are included in the A.R.B. report. They reach only a handful of viewers. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

This is Indiana's 2nd market in population, income, sales—and one of the Nation's richest. Get the whole story. Write for free market data book.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES



WSBT-TV

SOUTH BEND, IND.

CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

Show, *Galen Drake Show*, *Juke Box Jury*, *Mitch Miller Show* and *Robert Q. Lewis Show*, over three-week period, beginning June 24, for "Eddy Duchin Story."

NETWORK RENEWALS

Bankers Life & Casualty Co., Chicago, has renewed *Paul Harvey News* (ABC Radio, Sun., 6:15-6:30 p.m. EDT), on behalf of White Cross hospital plan, for 39 weeks, effective July 1. Agency: Grant, Schwenk & Baker Inc., Chicago.

Ford Motor Co. (Ford Div.), Dearborn, Mich., has renewed sponsorship of once-monthly, 90-minute *Ford Star Jubilee* series on CBS-TV (every fourth Sat., 9:30-11 p.m. EST), starting Oct. 6. Agency: J. Walter Thompson Co., N. Y.

AGENCY APPOINTMENTS

Laco Products Inc. (castile soap, shampoo, olive oil), Baltimore, appoints Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

Coca-Cola Ltd., Toronto, appoints McCann-Erickson Ltd., Toronto.

Lever Bros. Ltd., Toronto, heretofore handled by Ruthrauff & Ryan's Toronto office, appoints BBDO, Toronto, for Inso and Sunlight soap products. R&R announced two weeks ago it would close Toronto office this spring.

'New York Times' names BBDO, N. Y., as circulation promotion agency, effective immediately.

DuFine-Kaufman Inc., N. Y., appointed by The Gailstyn Co. (housewares, gifts), N. Y.; Building Products Co. (Kolor-Crete patio blocks), Bronx, N. Y.; Colonial Park Builders (housing development), Harrison, N. Y.; Pierre French Ice Cream Co., Brooklyn, N. Y., and J. Belloch & Sons (house furnishings), N. Y.

American Maize-Products Co. (syrup, sugar, starch, oil, chemicals, instant dessert), N. Y., names Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Ironrite of Chicago (ironing equipment), appoints Kuttner & Kuttner Inc., same city. Company will use radio and tv to introduce sales rental plan.

100% Pure Maple Syrup Institute, St. Johnsbury, Vt., names Ted Bernstein Assoc., N. Y.

Carten Redi-Braid Co., Devon, Conn., names Hoffman-Manning, N. Y., for Redi-Braider and Redi-Roll, home rugmaking products.

King Kup Candies Inc., Hershey, Pa., names Gray & Rogers, Phila.

Kevo & W.H.Y. Products Co., Azusa, Calif., appoints Goodman-Anderson Adv., L. A., for Kevo-etts, energy food product. Client will use tv. Former agency was Dean Simmons Adv., L. A.

R. Wallace & Sons Mfg. Co. (tableware), Wallingford, Conn., appoints Grey Adv., N. Y.

Salt River Project Agricultural Improvement & Power District, Ariz., names Advertising Counselors of Arizona, Phoenix, for electric utility system.

Marlowe Chemical Co. (Fire Chief home extinguishers), N. Y., appoints Product Services Inc., N. Y., for radio-tv advertising, effective immediately. First tv spot campaign scheduled is 90-day placement in 65 markets, starting May 10. Kastor, Farrell, Chesley & Cilfford, N. Y., continues to handle Marlowe copy in other media.

Maier Brewing Co., L. A., (Brew 102), which for three years has had its own house agency, names Anderson-McConnell Adv., L. A., to handle its account.

A&A PEOPLE

John J. Soughan, advertising director of Pepsi-Cola International since 1944, to Kenyon & Eckhardt Inc., N. Y., as vice president and senior account executive. He will work on Pepsi-Cola account. **J. Norman McKenzie,** formerly vice president and general manager, James Thomas Chirurg Co., Boston, to new K&E Boston office as vice president and regional manager.

MR. SOUGHAN

Ralph A. Hart, president of Colgate-Palmolive International, and **Robert E. Hilbrant,** Colgate-Palmolive vice president and manager of toilet articles department, elected directors.

W. Gardner Barker, formerly executive vice president, Simoniz Co., Chicago, to Thomas J. Lipton Inc. (tea, food lines), Hoboken, N. J., as vice president.

Norman E. Mork, vice president and manager of West Coast operations, The Biow Co., San Francisco, to Compton Adv. as vice president and manager of agency's new San Francisco office.

MR. MORK

Karl Egeler, vice president of Motor Wheel Corp., appointed advertising and sales promotion director of firm, with responsibility for all Duo-Therm, Reo and Motor Wheel advertising. **L. C. Vandertill** appointed sales manager of Motor Wheel appliance division and **Sam Briggs** vice president and division director. Account is handled by Young & Rubicam Inc.

Phyllis Robinson, copy chief, **Edward Russell** and **Marvin Corwin,** account supervisors, Doyle Dane Bernbach, N. Y., appointed vice presidents of agency.

C. Haines Fifnell, manager of eastern marketing division of Union Oil Co. of Calif., L. A., appointment director of public relations and advertising, succeeding **Jerry Luboviski,** who will be given new duties under reorganization now under way.

Duane Zamzow, manager-principal, Fresno, Calif., office of Long Adv. Inc., San Francisco, elected vice president, replacing **Milton E. Wise,** deceased. Agency officers re-elected: **Alvin Long,** president; **Gertrude B. Murphy,** senior vice president; **Clark W. Lawrence, Gael Douglass** and **Thomas J. Faust,** vice presidents, and **E. Wayne Lenz,** secretary-treasurer. Agency has offices in San Francisco, San Jose, Fresno and Stockton, all Calif.

William L. Jung, formerly art director, Mottl & Siteman Adv. Agency, L. A., to L. A. office of Erwin, Wasey & Co., as art director. **Greene Fenely III,** copywriter, Detroit office, Campbell-Ewald, to Erwin, Wasey, N. Y., in same capacity. **William G. Bess,** copywriter, Hixson & Jorgenson, L. A., and **Dorothy F. deCaillaux,** copywriter and food specialist, Hixson & Jorgensen, to Erwin, Wasey, L. A., as copywriter

We *forecast it*...advertisers and agencies *substantiated it*...

NOW VARIETY has presented KLZ its national showmanship award for the

Re-BIRTH

of

RADIO

Radio broadcasting and radio advertising is big business! Radio today is just as good as the individual station's management, showmanship and product selling abilities. We appreciate Variety's recognition—already confirmed by hundreds of national and local advertisers. Call Lee Fondren, KLZ general sales manager, or your KATZ man, today. KLZ's "Re-Birth of Radio" can produce results for you, too!

Step up to KLZ in Denver!

CBS FOR THE ROCKY MOUNTAIN AREA

KLZ RADIO 560 k.c.

DENVER

REPRESENTED BY THE KATZ AGENCY

and radio-tv writer, respectively. **Dick Mohr,** copywriter, Foote, Cone & Belding, L. A., to Erwin, Wasey, as radio-tv copywriter. **Joseph H. Forrester,** formerly art director at Charles Bowes Inc., to Erwin, Wasey & Co., L. A., in similar capacity.

Robert M. O'Donnell, account supervisor, Ruthrauff & Ryan, N. Y., to Erwin, Wasey & Co., N. Y., as vice president and account supervisor. **Frank Davies,** product manager, Vick Chemical Co., N. Y., to Erwin, Wasey, N. Y., as account supervisor. **Donald C. Cutler,** formerly vice president and account supervisor, Lynn Baker, N. Y., appointed account executive in Erwin, Wasey L. A. office, handling Friskies pet foods.

MR. O'DONNELL

MR. CUTLER

William J. Griffin Jr., vice president, senior group head and board member, J. Walter Thompson Co., N. Y., to Kudner Agency, N. Y., as senior vice president, director and member of executive committee.

John J. Martin Jr., formerly with BBDO, N. Y., to Ted Bates & Co., N. Y., as account executive. **Edward D. (Ted) Lonergon,** field editor, *Advertising Agency Magazine,* to press and publicity department, Ted Bates & Co., N. Y.

William L. O'Brion, assistant media director, St. Georges & Keyes Inc., to J. M. Mathes Inc., N. Y., as account executive.

Paul F. Burgess, with Quaker Oats Co., Chicago, for 31 years, appointed product sales manager of flour, macaroni products and specialties.

Herb Scott, media director at Carl S. Brown Adv., N. Y., since 1951, to Harry B. Cohen Adv., N. Y., in similar capacity.

Guy S. Saffold to Leo Burnett Co., Chicago, as account executive. Also to Burnett, Chicago: **Douglas K. Burch,** media group supervisor; **Henry H. Marshall,** formerly with Biow Co., N. Y., and **James R. Coufal,** Allen & Reynolds, Omaha, both copywriters.

Rod C. Parkin, production manager, Ross Jurney & Assoc., Salt Lake City, named account executive and chief timebuyer.

Carl Kent, formerly program director at KTVK (TV) Phoenix, Ariz., to Evans Adv. there as radio-tv director.

Jeff Rogers, formerly account executive with Milton Weinberg Adv., L. A., to Richard N. Meltzer Adv. there.

Bob Mott, account service department, BBDO, L. A., switched to agency's New York office.

Chet Rhodes, radio-tv production chief, Philip S. Boone & Assoc., San Francisco, to similar post at Guild, Bascom & Bonfigli there, succeeding **Bob Lachance,** resigned.

Lee Carrau, formerly with Wade Adv., Hollywood, to Buxton Adv., Pasadena, Calif., as radio-tv director.

RKO FILM LIBRARY PURCHASED BY WBC

Films bought from C&C in 'multi-million dollar' deal for showing on Westinghouse Broadcasting Co. stations.

RIGHTS to show the entire RKO Radio Pictures film library on its stations have been acquired by Westinghouse Broadcasting Co. from C&C Super Television Corp. in a "multi-million-dollar transaction," WBC programming vice president Richard Pack announced last week.

Although financial details were not disclosed, it was learned that WBC is paying cash in full for the films, while at the same time C&C signed for an undisclosed number of spot announcements on the WBC stations. It was not learned for whom or what products or services the spots would be used.

Mr. Pack, pointing out that the library includes 740 feature motion pictures, said that under terms of the agreement WBC gets a long-term lease and substantial option rights on the films for three of its television stations—KDKA-TV Pittsburgh, KYW-TV Cleveland, and KPIX (TV) San Francisco—while WBC's fourth station, WBZ-TV Boston, receives a package of 1,000 short subjects.

"With this library," Mr. Pack said, "our stations will have greater flexibility in local programming. But we will not show the films on a 'grind' schedule. Under the terms of our agreement, it will not be necessary for us to run off these films within a two- or three-year period, which means that we need not program in a hit-or-miss fashion."

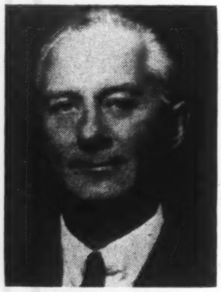
He said detailed plans of presentation will be worked out in time for the WBC stations to begin showing the films early in June.

Feature films, he said, will become increasingly important in tv in the next few years.

David Partridge, national advertising and sales promotion manager for WBC, said each Westinghouse station will put a strong promotional effort behind each film—"the same kind of promotion that is usually associated with Hollywood."

$4.4 Million in Sales Made by Official Film

SALES AMOUNTING to $4.4 million were achieved by Official Films, New York, over the past three weeks, it was announced last week by Harold L. Hackett, president of the company.


MR. HACKETT

New network sales consisted of the *Adventures of Sir Lancelot* to NBC-TV, with a sponsor to be announced at a later date, and the *Buccaneers* to Sylvania Electric Products Inc., through J. Walter Thompson Co., for showing over CBS-TV (7:30-8 p.m. EDT), starting in the fall replacing *Beat the Clock.* NBC-TV tentatively has set the *Adventures of Sir Lancelot* in the Monday, 8-8:30 p.m. period currently occupied by the first half hour of *Caesar's Hour,* according to Mr. Hackett.

Other business included in the $4.4 million in sales, Mr. Hackett said, are the recently-announced renewal of the *Adventures of Robin Hood* by Johnson & Johnson and the Wildroot Co. on CBS-TV sponsorship of the *Scarlet Pimpernel* over the full CBS network and a group of sales on its series in England and Australia.

$12.5 Million in Spots

COMPUTED from data reported in the spring edition of Broadcast Information Bureau's *Tv Who's Who and What's Where at Film Producers & Distributors,* national and regional advertisers invested about $12.5 million in the last quarter of 1955 for the production of tv film spot commercials. In releasing this information last week, BIB noted that TvB has estimated that national and regional advertisers had spent approximately $103.87 million for the spot time that carried these commercials. The relationship between the cost of spot commercial time and the cost of spot film commercials, BIB pointed out, appears to be about 8.5 to 1.

J&M Productions Appoints Irving A. Fein President

IRVING A FEIN, vice president in charge of sales promotion, advertising and press information, CBS Radio, New York, will assume the presidency of J&M Productions, Hollywood, effective July 1, it was announced last week by Jack Benny, J&M's board chairman. The company produces both filmed and live versions of American Tobacco's *Jack Benny Program* on CBS-TV and plans diversification in the entertainment field, entering, for example, legitimate drama. Before joining CBS in 1948, Mr. Fein was advertising and publicity director of Amusement Enterprises Inc., and was with various Hollywood motion picture studios.

MR. FEIN

Niles Productions Devises 'Camtronic' Filming System

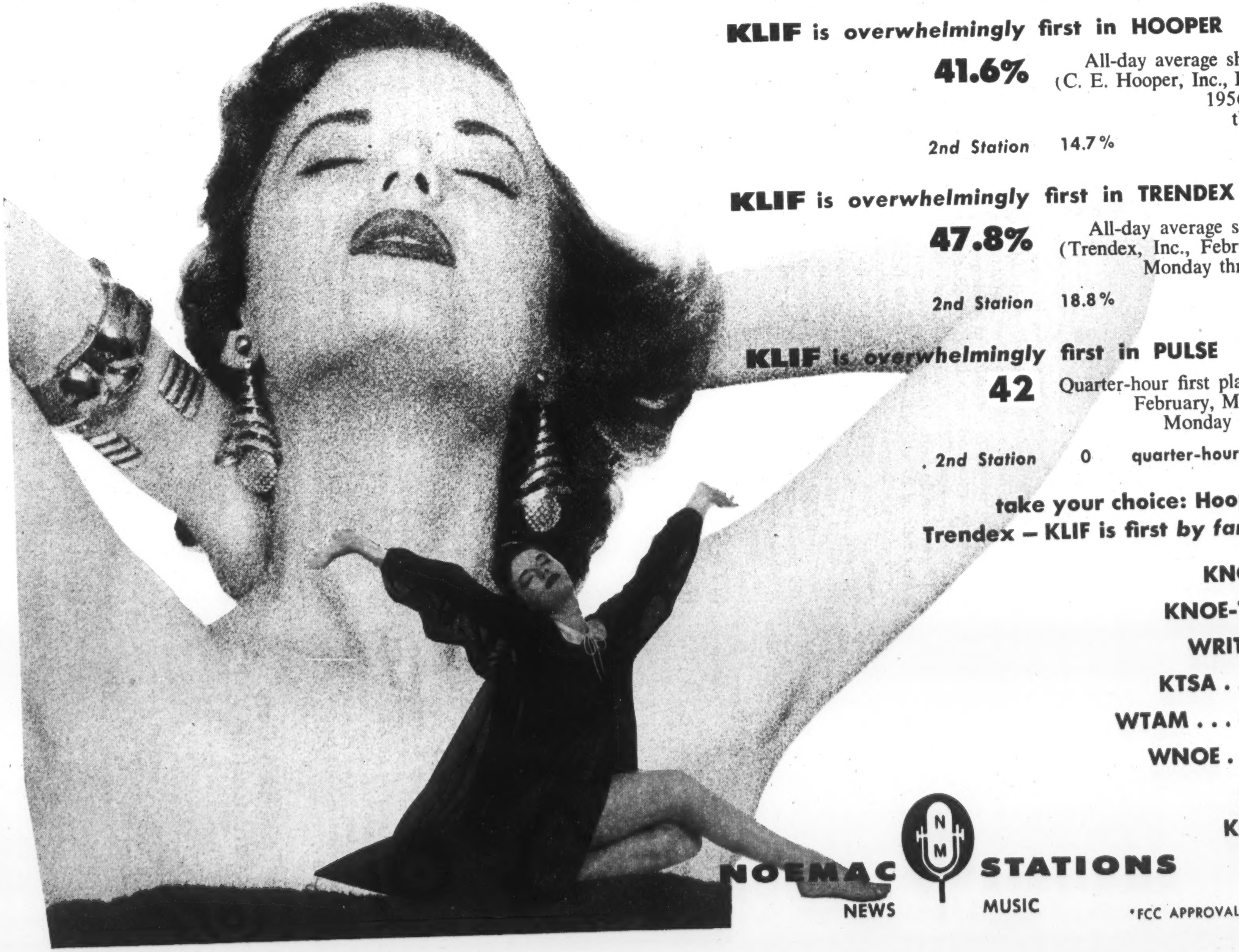
THE "CAMTRONIC" SYSTEM—combining live tv and motion picture cameras in a manner similar to DuMont's Electronicam process—was utilized by Fred A. Niles Productions, Chicago, for the first time last week in the filming of a half-hour production for television.

The tv production firm filmed a pilot of a proposed new program series, *On Stage With Sam Evans,* featuring the Negro disc jockey, who has his own show on WGES Chicago. Series is planned for fall release, with a number of advertisers having indicated interest in sponsorship of the package on a spot basis.

The "Camtronic" system, as originally devised by the Niles firm last February, incorporates three Dage tv cameras and three Mitchell motion picture units interlocked for electronic use. Fred A. Niles, head of the company, ascribes to it "the flexibility of live television married to the perfection of a motion picture."

more girls wake up with Cliff . . .

than any other Dallas station . . .



KLIF is *overwhelmingly* first in HOOPER

41.6% All-day average share of audience (C. E. Hooper, Inc., February, March 1956 index, Monday through Sunday).

2nd Station **14.7%**

KLIF is *overwhelmingly* first in TRENDEX

47.8% All-day average share of audience (Trendex, Inc., February 1956 index Monday through Saturday).

2nd Station **18.8%**

KLIF is *overwhelmingly* first in PULSE

42 Quarter-hour first places (Pulse, Inc., February, March 1956 index, Monday through Friday).

2nd Station **0** **quarter-hour first places**

take your choice: Hooper, Pulse, or Trendex – KLIF is first *by far* in all three.

KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO*
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KLIF . . . DALLAS
KELP . . . EL PASO

NOEMAC STATIONS
NEWS MUSIC

*FCC APPROVAL OF TRANSFER PENDING

Effects of Video Tape Discussed at Film Meet

DELEGATES attending the third annual American Film Assembly in Chicago have been told that practical video tape recording-reproducing techniques will have a revolutionary effect on the tv industry.

Over 2,500 representatives of the film industry attended the week-long sessions, sponsored by the Film Council of America.

Other topics explored were live vs. film tv programming, tv documentaries, pricing and purchasing of motion picture film, choice of producers, union problems, legal clearances, script costs, tv production and new film processes and techniques.

The magnetic television recorder developed by Ampex Corp. [B•T, April 30, 23, 16] was discussed in AFA's film workshop panel on television. A few producers entertained reservations on the video recorder until they could see it demonstrated.

Fred A. Niles, president of Fred A. Niles Productions, told delegates the tv industry is undergoing a "major revolutionary change" and "transition period, what with the Ampex and other developments." He predicted a marriage of electronics and motion picture film. Mr. Niles said the use of all film and magnetic devices "will grow and grow and grow." Byron L. Friend, president of Telecine Film Studios, asserted "magnetic video records will solve many of our problems and probably give us a parcel of new ones. It's going to mean adjustment to us in the sensitized emulsion film business."

Irving Gitlin, CBS public affairs director, predicted "new horizons for the documentary film" in an opening day talk. He cited CBS-TV's mental illness documentary, "Out of Darkness" and others as the type of fare drawing more viewers the past year.

Live vs. film tv advantages were discussed by Don Meier, producer-director, NBC-TV *Zoo Parade;* Harry Trigg, program department, NBC Central Div., and Norma Barts, film chief, WTTW (TV) Chicago, educational outlet.

Film Council of America will intensify its drive to raise funds among non-member 16mm film sponsors, distributors and others as nonprofit educational organization shifts to "self-supporting" status, Dr. Paul Wagner, FCA president, told the American Film Assembly delegates at its industry banquet. FCA, which engages in research on films available for tv use and other projects and works with tv program managers, has enjoyed financial support in the form of grants from Fund for Adult Education the past four years. FCA will hold its fourth annual assembly in New York or Chicago next year.

Trans-Lux Television Corp. Names Richard Carlton V. P.

RICHARD CARLTON, eastern sales manager of UM&M Tv Corp. and formerly vice president of Sterling Television Corp., New York, has been appointed vice president in charge of sales of the newly-formed Trans-Lux Television Corp., New York, a wholly-owned subsidiary of Trans-Lux Corp., New York, Richard Brandt, president of Trans-Lux Television, reported last week.

Temporarily located at the parent company's headquarters at 1270 Sixth Ave., Trans-Lux Television, which will distribute feature-length films, half-hour series, and Encyclopaedia Britannica films' library of short subjects, moves to 625 Madison Ave. on June 1.

SIGNING UP feminine talent for his new CBS-TV *Trailblazer* film series this next fall is Harry Ackerman (r), who gives up network vice presidency in June to manage his newly-organized Ticonderoga Productions [B•T, April 23]. The young lady is 19-year-old Barbara Wilson, who won out over field of 37 experienced actresses for role of Jessie Benton, sweetheart and later wife of Gen. John C. Fremont, to be played by Steve Cochran (l). Co-producer of the series is Harrison Reader (c). Initial half-hour program of series of 29 shows was filmed at California Studios, Hollywood, last Monday.

NTA's Landau Warns Against Hasty Anti-Network Sentiment

AS AN aftermath to Sen. Bricker's monopoly charges against CBS and NBC, Ely Landau, president of National Telefilm Assoc., last Friday called upon leading tv film distributors to weigh carefully any strong anti-network stand. Mr. Landau sent letters to executives of 14 leading tv film distribution companies, pointing out that distributors have "a decided interest" in the current hearings being conducted by the Senate Commerce Committee and the study of FCC's Barrow committee.

Mr. Landau observed that the networks played a highly significant role in the development of television, bearing "the staggering network expenditures and losses of yesterday when it was the networks' faith in the medium that enabled it to progress so fast and so far." He indicated the ills of television cannot be traced to the existence of only three networks, but to conditions that have blocked the emergence of new networks and new stations.

In an apparent call for pressure on the FCC for allocation of more stations, Mr. Landau concluded:

"I believe strongly there is room and a prime need for the network in the tv economy. I believe there should be more networks. If we can induce those that have the power to do so to give us more stations, we'll have more networks tomorrow in a freer, more competitive industry within which to work."

Robert M. Savini Dies; Pioneered in Film

SOLEMN mass was celebrated Wednesday for Robert Madison Savini, 71, president of Astor Pictures Corp. and its world-wide distribution agency, Atlantic Television Corp., who died April 29 at his Islamorada, Fla., winter home. Services were held in Atlanta, Ga., at Sacred Heart Church. Mr. Savini, an associate of D. W. Griffith during the pioneering days of motion pictures, distributed theatrical films for television through the Atlantic subsidiary. He is survived by two brothers and two sisters.

Warner Bros. Denies Reports Of Studio Sale to Syndicate

WARNER BROS. Vice President Jack Warner in Hollywood last week categorically denied reports that the major movie studio was in the process of being purchased for $67 million by a Canadian syndicate including Lou Chesler, Toronto industrialist, and Charles Allen, Wall Street stockbroker. The Chesler group last month paid $21 million for Warner's pre-1948 feature film library for tv release and theatrical reissue.

Mr. Warner said, "There is no truth to the rumor that a deal is now being made with Mr. Chesler for the purchase of our stock." Warner Bros. last year began producing *Warner Bros. Presents* for ABC-TV and currently plans expansion of its tv film output with four new series [B•T, April 16].

Meanwhile, the Securities & Exchange Commission in Washington last week reported that Warner Bros. President Harry M. Warner in March purchased 6,800 common shares in his firm to give him a total holding of 105,550 shares plus another 13,700 shares in trust.

Warner Bros. stock shot up as much as $2.50 on the New York market last week and closed at 23⅝ on Wednesday.

William Tell Productions Inc. Puts Common Stock on Sale

WILLIAM TELL Productions Inc., New York, television program producers, has announced an offering of 295,000 shares of common stock of the company at $1 a share is being made to the public through Rutledge, Irvine & Co., Brooklyn, underwriters.

The offering follows filing of notification with the Securities & Exchange Commission, which revealed that the total authorized stock consists of one million common shares. There is no other class of stock.

William Tell Productions, which reports its catalogue contains 10 program series, is headed by William T. Clemons, president. Other officers are Karl H. Gericke, vice president; John Esau, vice president, and Joseph O. Parker of Washington, secretary. The board of directors includes all officers and John De Luca of Baltimore, Anthony G. Dietl of Newark and L. Alton Denslow of Washington, who is also general counsel.

'Code Three' Now Available For Regional Sale by ABC

AVAILABILITY of *Code Three,* ABC Film Syndication's new tv series, for regional sale was announced last week by Don L. Kearney, vice president. This decision on the series was made at the unit's fourth annual sales meeting in New York April 23-28.

Though the sales meeting covered plans on various ABC film programs, the major share of discussion centered on *Code Three,* which has been sold prior to national release to Liebmann Breweries for its east and west coast markets and to Signal Oil Co. in major western markets. National Biscuit Co. alternates sponsorship with Signal Oil in several northwestern markets.

Mr. Kearney reported that *Code Three,* based upon emergency cases from the files of

FIRST AGAIN!

IN METROPOLITAN SHREVEPORT AUDIENCE*

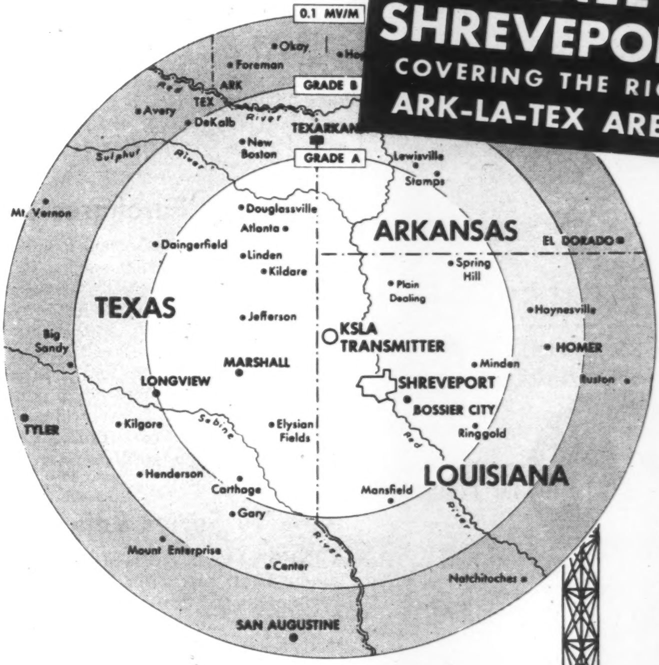
28 OF THE TOP **30** SHOWS

64% OF THE NIGHT-TIME AUDIENCE

79% OF THE WEEKLY MORNING AUDIENCE

64% OF THE WEEKLY AFTERNOON AUDIENCE

CHANNEL 12
SHREVEPORT
COVERING THE RICH
ARK-LA-TEX AREA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New Boston
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Lewisville
Stamps
Mt. Vernon
Douglassville
Atlanta
ARKANSAS
EL DORADO
Daingerfield
Linden
Kildare
Spring Hill
Plain Dealing
TEXAS
Jefferson
Haynesville
Big Sandy
KSLA TRANSMITTER
HOMER
MARSHALL
Minden
LONGVIEW
SHREVEPORT
Ruston
BOSSIER CITY
TYLER
Kilgore
Sabine
Elysian Fields
Red
Ringgold
Henderson
Carthage
Mansfield
LOUISIANA
Gary
River
River
Mount Enterprise
Center
Natchitoches
SAN AUGUSTINE

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

Leads in 143 out of 168 nighttime quarter hours.

Leads in 82 out of 100 weekly morning quarter hours.

Leads in 94 out of 120 weekly afternoon quarter hours.

First in locally-produced studio shows.

***BASED ON ARB SURVEY OF TELEVISION VIEWING — WEEK OF MARCH 8-14, 1956**

FIRST . . . consider the powerful audience leadership facts revealed by this newest ARB report. Remember that KSLA-TV is Shreveport's *first* television station with over 2 years' experience . . . gives full power coverage of over 165,000 TV sets . . . offers the popular programs of basic CBS-TV. You will know that the *best possible* TV buy in this important Southern market is KSLA. Then call your Raymer man right away!

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST
IN
SHREVEPORT,
LOUISIANA

KSLA
CHANNEL 12

CBS
TELEVISION NETWORK

CBS-TV BASIC

first

BUY IN FLORIDA'S

SECOND MARKET

WFLA
Little spots do a big job on WFLA-Radio

IN RETAIL SALES

THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET

RANKS 2nd IN FLORIDA

AND

37th IN AMERICA!

But . . . WFLA-Radio doesn't stop with its intensive coverage of the growing TAMPA-ST. PETERSBURG market . . . WFLA gives you an *11-county coverage* on Florida's busy West Coast.

For the past three years, Florida has led the nation in percentage of increased traffic volume. The big WFLA sales area includes not only a quarter of a million radio homes, but hundreds of thousands of additional radios in cars of permanent residents enroute to work or recreation. Added to them are a good share of Florida's five million tourists—going places, seeing things by automobile.

PULSE (Nov., 1955) reports WFLA *first* in audience rating in more quarter-hours, sign-on to sign-off, than the other three network stations *combined!* . . . So, to reach more radio listeners, *more often*, in Florida's SECOND MARKET—spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC
TAMPA ST. PETERSBURG
NBC

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

the Los Angeles sheriff's office, is being offered only to regional advertisers at the present time, but later will be released for individual market sales. The series is jointly produced by Hal Roach Jr. and Ben Fox for Rabco Tv Productions.

Ziv Sees Volume Up 50%

INCREASE of 50% in total Ziv Television Programs' dollar volume will be achieved this year if the present sales level continues, it was predicted last week by M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin said that although Ziv Tv recently sold *West Point* to General Foods for CBS-TV, the company's predominant television production still will be for regional and local sales. The importance of the syndicated program field was pointed up by Mr. Rifkin's estimate that total non-network spending by more than 3,000 national and regional advertisers in spot television during 1956 would reach the gross level of $480 million or more.

McGowan Purchases Plant

PURCHASE by McGowan Productions Inc., Hollywood, of a 58,000 square foot plant in Hollywood for more than $500,000 was to be announced over the weekend by Stuart McGowan, vice president. The plant, located at 915 North La Brea Ave., will be converted into a modern tv film studio and is expected to be ready by July 1. McGowan productions produces *Death Valley Days* tv film series, sponsored by Pacific Coast Borax Co., and has completed pilot film of *The Sheriff* series.

New Tv Series Being Filmed

A NEW TV SERIES, *On Trial*, based on famous court cases, is now in production by a newly-organized firm of which producer Collier Young, actor Joseph Cotten and writer Larry Marcus are principals. Mr. Cotten will star in a minimum of 10 segments and be host-narrator for the first year's schedule of 39 half-hour films. *On Trial* is being filmed at Republic studios using the facilities of Revue Productions and will be represented by MCA.

Hoffman, Danon Join Guild

BOB HOFFMAN, midwest division manager of Television Programs of America, has been appointed national sales supervisor of Guild Films Co., N. Y., and will serve as liaison on national and regional sales for Guild properties. Dalton Danon, formerly a sales executive with various companies in the Philadelphia area, has joined Guild as head of its Los Angeles office.

FILM SALES

Walt Disney Studios, Burbank, Calif., has sold rights to carry *Disneyland* film series in Australia to TCN-TV Sydney and HSV-TV Melbourne, which are slated to commence operation as commercial stations about June or July. Charles Michelson Inc., N. Y., which earlier had purchased *I Love Lucy* rights from CBS-TV for these stations, acted as agent in negotiations.

CBS-TV Film Sales, N. Y., has sold tv newsfilm service to WBZ-TV Boston, raising total number of station clients to 75.

RCA Recorded Program Services, N. Y., announces sale of two color programs—*Town & Country Time,* 15-minute country-music series, and *Foy Willing and the Riders of the Purple Sage,* 15-minute series—to KTRK-TV Houston, Tex.

Tel Ra Productions, Phila., has sold *Sports Spotlight* for 26 weeks to KDKA-TV Pittsburgh, Pa.

Guild Films Co., N. Y., has sold *The Goldbergs* tv film series to Gatuso Italian Food Products, Montreal, for showing in Montreal and Toronto. Agency is Schneider Cardon Ltd., Montreal. Guild also sold one-hour *Popcorn Theatre* tv film variety show to Furris Inc., San Antonio, Tex., supermarket chain, for showing on KOB-TV Albuquerque; KDUB-TV Lubbock, KROD-TV El Paso and KPAR-TV Sweetwater, all Tex.

FILM PEOPLE

Len MacKenzie, formerly musical director, Benton & Bowles, N. Y., appointed vice president and creative director of Faillace Productions, N. Y., producer of jingles and tv film commercials.

Ed Barge, animation artist, Metro-Goldwyn-Mayer, L. A., to Animation Inc., that city, as director. **Morrie Zukor** and **Ron Maidenberg,** also MGM artists, to Animation Inc. as assistant animator and story sketch artist, respectively.

Harold M. Lynch, appointed director of photography, Technisonic Studios Inc., St. Louis.

Jules V. Schwerin, formerly director for CBS-TV, to Robert Davis Assoc., N. Y. motion picture producer, as creative supervisor of tv commercials.

Ray Nazzaro signed to direct 39-film series, *The Trailblazer,* for Robert Alexander Productions Inc., L. A. Series, based on life of American explorer-soldier, Gen. John C. Fremont, stars Steve Cochran.

Gabriel A. Scognamillo, scenic designer in the motion picture and theatrical fields, signed as art director and designer for Guild Films Co.'s *Here Comes Tobor* series.

Donn Hale Munson, film writer-director, Kling Film Productions, Chicago and Hollywood, to Milner Productions Inc., Baltimore.

Roy J. Johnston, production director, North Carolina State College studios of WUNC-TV Chapel Hill, appointed director of television at N. C. State.

William M. Wolfson, previously with the NBC-TV film division as controller, appointed controller of Television Programs of America, N. Y.

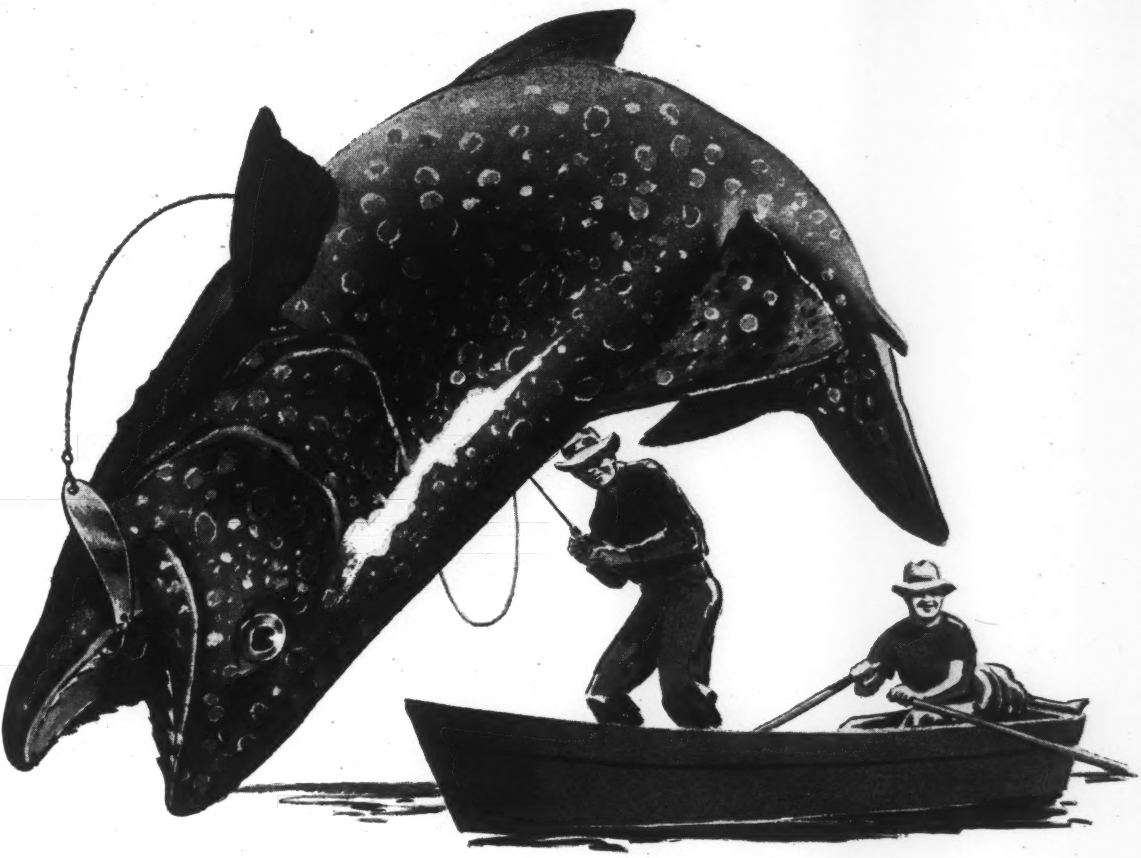
Jack Mullen, assistant to president, St. Mary's U., San Antonio, Tex., named regional sales representative, Jerry Fairbanks Productions of Calif., with office in San Antonio.

Dick La Croix, N. Y., producer-director, appointed assistant to Albert C. Gannaway, L. A., for tv and motion picture productions.

Jan Sterling, Hollywood actress, signed to star in *Publicity Girl,* new tv film series owned jointly by Certok Television and ABC.

Earl Bellamy and **Oscar Rudolph** named to direct the new *Lone Ranger* tv series which will begin filming 39 color shows in late May. Mr. Bellamy is former Columbia Pictures director and has directed other tv series. Mr. Rudolph, with Paramount Pictures two years, has directed *Private Secretary* and other *Lone Ranger* tv films.

Gary Haymes, laboratory expediter for Transfilm Inc., N. Y., father of girl, Ilene.



You Might Get a 63-lb. Lake Trout—*

BUT . . . YOU NEED WKZO-TV TO LAND SALES IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH *ALL 20* OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU
MARCH, 1956 REPORT
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours with Higher Ratings	
Monday thru Friday	**WKZO-TV**	Station B
8:00 am to 6:00 pm	**136**	61
6:00 pm to 11:00 pm	**87**	13
Saturday and Sunday 10:00 am to 11:00 pm	**72**	32

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%)

March, 1956, ARB figures (left) show that WKZO-TV is the favorite television station in Battle Creek and Muskegon, *as well as in Kalamazoo and Grand Rapids!* It's the favorite by better than 2-to-1 for the week as a whole—by better than 6-to-1 at night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. Channel 3—100,000 watts. Serves one of America's *top-20* TV markets—599,060 television families in 29 Western Michigan and Northern Indiana counties!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids
and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Hubert Hammers caught one this size in Lake Superior in May, 1952.*

How that Floyd "carries on"!

. . . across 4 states lines

With Joe Floyd pushing up his new taller-than-anything 1,032 ft. KELO-TV tower in Sioux Falls, there's no stopping him. Now KELO beams a picture that reaches a wider market than ever in South Dakota, Minnesota, Iowa and Nebraska. Add Joe's neighboring KDLO-TV, and you've got more than 1800 ft. of towering TV salesmanship blanketing this rich, 4-state money belt.

KELO

SIOUX FALLS
Minn.
South Dakota
Iowa
CHANNEL
11
CHANNEL
3
WATERTOWN

KDLO

THE BIG TV COMBO

KDELO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

represented by H-R TELEVISION

Dillard Named Head Of Engineers' Assn.

EVERETT L. DILLARD, Washington consulting engineer (Commercial Radio Equipment Co.) and owner of WDON and WASH (FM) Washington, D. C., has been elected president of the Assn. of Federal Communications Consulting Engineers.

MR. DILLARD

Meeting in Atlantic City April 28-29, the AFCCE also elected Robert E. L. Kennedy (Kear & Kennedy), vice president; John Creutz (Page, Creutz, Steel & Waldschmitt), secretary, and A. Earl Cullum Jr., treasurer. Elected to the executive board were George M. Lohnes (Craven, Lohnes & Culver) and George E. Gautney (Gautney & Jones). Remaining on the four-member board are Robert M. Silliman and Russell P. May.

AFCCE endorsed the NARTB petition to the FCC to extend remote control operation of radio stations to all stations, but refrained from expressing any opinion on questions raised by the FCC.

Robert M. Booth Jr. Opens Own Washington Law Office

ROBERT M. BOOTH Jr., since 1945 a partner in Bingham, Collins, Porter & Kistler, Washington, D. C., law firm, last week announced the opening of his own Washington law office at 815 15th St. N.W. Telephone is Republic 7-8154.

MR. BOOTH

Mr. Booth, 45, was born in Rosiclare, Ill., and was graduated from Purdue U. and Salmon P. Chase College of Law, Cincinnati. He is a member of the bars of Ohio and the District of Columbia, and also holds membership in the Federal Communications Bar Assn., Institute of Radio Engineers and American Bar Assn.

His radio experience includes founding WSAL Logansport, Ind., in 1949 (he is still part owner), and service with the engineering department of WLW Cincinnati.

During World War II, Mr. Booth headed the Radio & Radar Lab at the Naval Air Experimental Station in Philadelphia and served with the Navy Dept.'s Bureau of Aeronautics in Washington. He was discharged as a commander.

Gross Joins Frazier Firm

HORACE W. GROSS, onetime commercial manager and treasurer of Penn Allen Broadcasting Co. (WFMZ-FM-TV), Allentown, Pa., has joined the television and radio management consulting firm of Howard S. Frazier, Washington, D. C. While active in Pennsylvania broadcasting, he served a two-year term as a director of the Pennsylvania Association of Broadcasters.

ONLY LARRY BENTSON CAN DELIVER B-5*

. . . and it's B-5 that makes the Twin Cities WLOL-minded!

B-5 means WLOL's Big 5 disc jockeys . . . hard hitting selling with just the right amount of Music, News and Sports. It means programming that puts you in the groove with a million-and-a-half radio listeners. More advertisers sell more products on WLOL than on any other indie station in the Twin Cities.

TOPS IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS-ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*

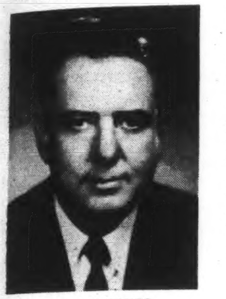
Wayne "Red" Williams, *Mgr.*

Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

Milwaukee Consulting Firm Opened by C. J. Lanphier

C. J. (CHUCK) LANPHIER, veteran of 27 years in radio and television, has opened a new consulting firm, C. J. Lanphier Inc., with headquarters in Milwaukee.


MR. LANPHIER

Mr. Lanphier was general manager of WEMP Milwaukee from 1935 to 1946; president and general manager of WFOX Milwaukee from 1946 to 1954, and consultant to WISN-TV Milwaukee, 1955-1956.

The scope of his new enterprise will be regional in aspect and will encompass localized tv and radio surveys in Wisconsin.

Mr. Lanphier also is vice president of Litho-Graphic Corp., Milwaukee.

Stoll Opens D. C. Office

JACK L. STOLL & Assoc., Los Angeles radio-tv-newspaper brokerage firm, has opened an office at 1737 DeSales St., N. W., Washington. The new office will be managed by John I. Hanly, U. of Maryland graduate who joined Stoll in 1952. He formerly was associated with WOL Washington and the Liberty Broadcasting System.

Mr. Stoll said the eastern office was opened as part of an expansion program brought on by the "increasing demands of clients and stations."

PROFESSIONAL SERVICE PEOPLE

H. Wilson Lloyd, account executive, public relations department, J. Walter Thompson Co., N. Y., to Stephen Fitzgerald & Co., N. Y. public relations firm, as vice president and member of board of directors. He will work on organized baseball account.

Pearl Rosser, formerly executive director, Dept. of Audio-Visual and Radio Education, National Council of Churches of Christ in the USA, appointed executive secretary of radio-tv department of Church Federation of Greater Chicago.

Laurin H. Healy, public relations specialist, announces formation with **James G. Ehrlicher** of new firm, Healy & Ehrlicher, communications counsellors, at 360 N. Michigan Ave., Chicago.

William Mogle, former head of his own radio-tv-film packaging firm, to Publicity Corp. of America, N. Y., as vice president in charge of client relations.

Fred Goldberg, former advertising and publicity manager, IFE Releasing Corp., distributor of Italian films, to Arthur P. Jacobs Co., public relations firm, as head of N. Y. office and coordinator of Jacobs' European activities.

Bette Doolittle, director of homemaking service, P. Ballantine & Sons (beer), Newark, N. J., and former tv assistant, NARTB, Washington, to Paramount Pictures, N. Y., as promotion specialist.

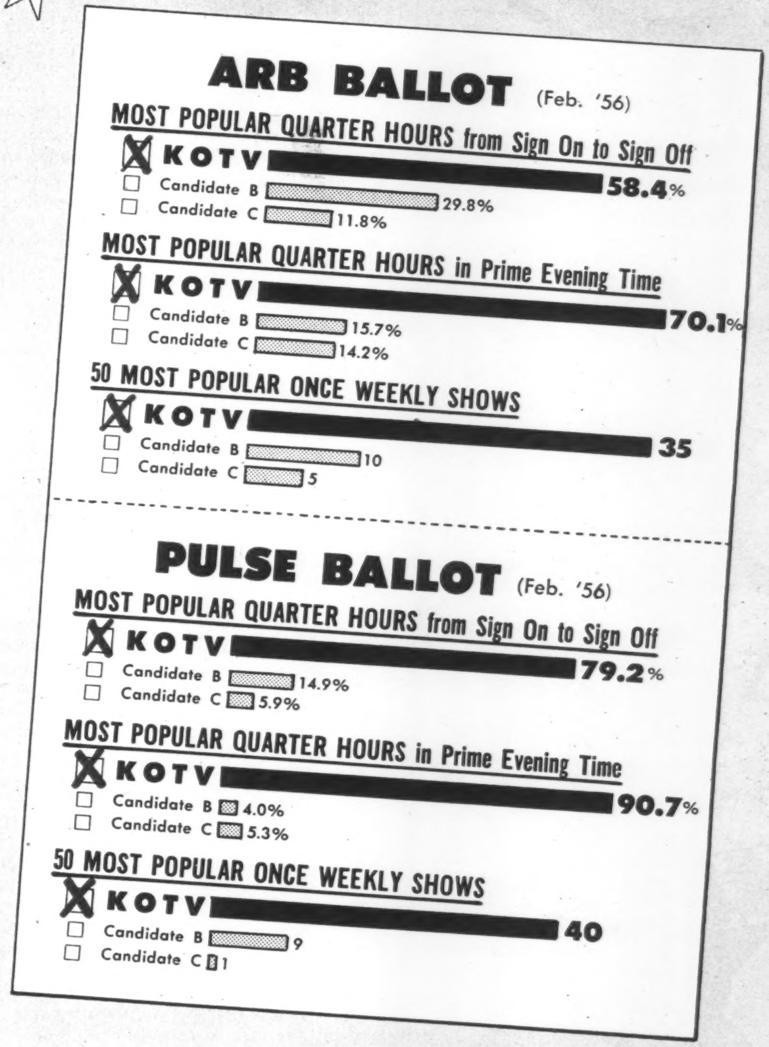
Dan Thompson, for 14 years director of radio-tv, National Safety Council, Chicago, retired. **Don Moore,** public relations department, State Farm Mutual Insurance Co., Bloomington, Ill., returns to council as radio-tv director. He was formerly on council's radio staff.

EXTRA!

SPECIAL ELECTION EDITION

KOTV TULSA WINS BY A LANDSLIDE!

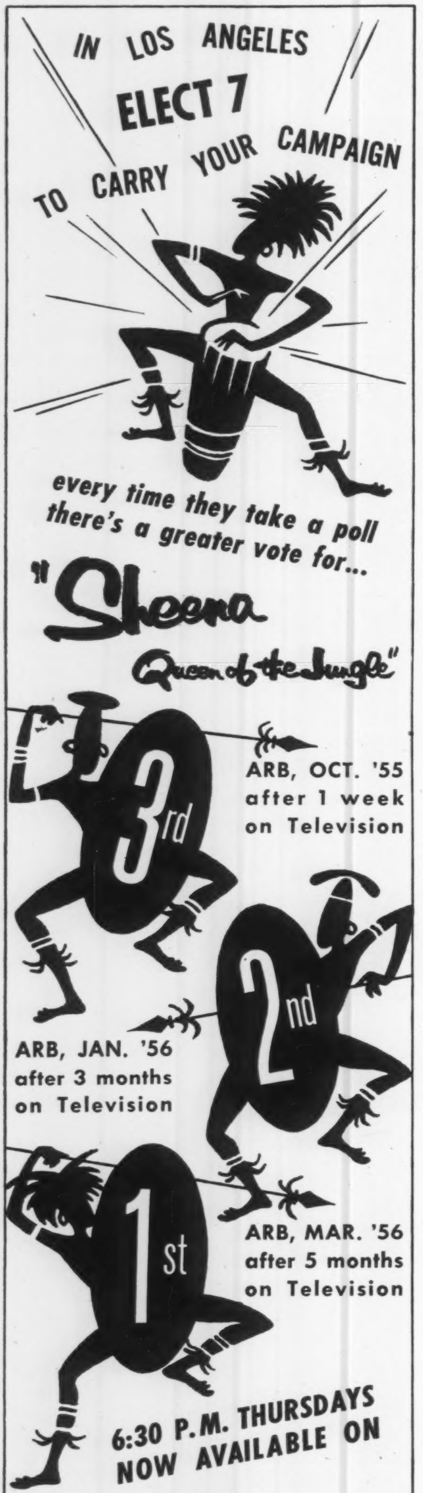
HOW THEY VOTED . . .



After more than six years in office and more than a year of competing against 2 full power candidates . . . KOTV wins Smashing Victory! John Q. Televiewer (represented at the February polls by PULSE and ARB) again voted KOTV Channel 6 eastern Oklahoma's TOP TV station!

KOTV channel 6 CBS TULSA

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS


IN LOS ANGELES
ELECT 7
TO CARRY YOUR CAMPAIGN

every time they take a poll there's a greater vote for...

"Sheena Queen of the Jungle"

ARB, OCT. '55 after 1 week on Television

ARB, JAN. '56 after 3 months on Television

ARB, MAR. '56 after 5 months on Television

6:30 P.M. THURSDAYS
NOW AVAILABLE ON

CHANNEL 7 KABC-TV
the station with life

'CARBON' CONFORMITY HIT AT AWRT MEET

Edythe Fern Melrose, WXYZ-AM-TV Detroit, named new president at four-day Boston convention, which passes resolution to conduct survey of women in radio and television.

MORE than 560 members from 47 states, Canada and the Virgin Islands attended the four-day (April 26-29) convention of American Women in Radio & Television at Boston's Somerset Hotel. Highlights were:

- Election of Edythe Fern Melrose of WXYZ-AM-TV Detroit as president for a two-year term, replacing Jane Dalton, WSPA Spartanburg, S. C.
- A general session during which management executives were sharply critical of carbon-copy conformity in present-day radio and emphasized the need for greater creativity and self-promotion by women broadcasters.
- Passage of a policy resolution "that AWRT conduct a survey of women in radio and television."
- Presentation of Golden Mike awards by *McCall's* magazine to Pauline Frederick of NBC as the "outstanding woman in radio and television for 1955" and to winners in six other categories [B•T, April 23]. The awards were made by Otis Lee Wiese, *McCall's* editor and publisher.
- Clinics on radio programs, educational tv and traffic in addition to a "how-to-do" foods, sets, copy, make-up and fashions for television.
- Announcement of Sonja Ruth Stewart, U. of South Dakota student, as the second winner of the AWRT scholarship. The scholarship is designed to encourage young women to enter radio and tv.

Headed by Heloise Parker Broeg, convention chairman, and Bette Doolittle, convention director, the agenda included an opening day visit to the General Motors Motorama, tour of the Massachusetts North Shore, visit to fish plants and a clam bake, made possible by U. S. Steel Corp., Gloucester Fisheries Assn. and Massachusetts Fisheries Assn.

Let Management Know

NARTB President Harold Fellows spoke at the AWRT annual banquet Thursday evening. He suggested that performers who are "in so many cases . . . closer to the public mind than the managers" cultivate "a keener awareness of their own potential for advising management in matters relating to public relations."

"The need is great," he said. "We find it in the incidence of criticism of radio and television which is rising at an alarming rate." After selling the idea to management, women broadcasters could use air time to describe station activity, to give listeners and viewers "some sense of the responsibility of the media." They can carry on the public relations work in clubs and community groups, he added.

Mr. Fellows asked the women to take up a "two-edged campaign; promoting broadcasting's virtues and eliminating broadcasting's faults."

The Friday morning meeting on "Women, the Unexploded Radio-Active Bomb" found agreement among the panelists that the full potential of the distaff side has not been put to use and that radio stations as a whole must build character and individuality.

Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans, pointed a finger at stations run on "mechanical formulae," questioning whether they are fulfilling the minimum obligations of their broadcasting licenses.

Mr. Swezey described woman's programming as "one of the few solid elements in the personalization of a station" and suggested that the women set the pace occasionally by jarring "us out of some of the regrettable mental patterns we have developed." He recommended that they help management "think first in terms of program product rather than of sales, to stop copying each other . . . to attempt some experimentation and to take a few chances with new ideas, to stop being led around by the nose by rating services, none of which makes very much sense . . ."

Franklin Sisson, program director of WOOD-AM-TV Grand Rapids, Mich., rebuked both management and women broadcasters for stylized women's shows which haven't changed in 30 years and which are given "a dog time on the air, a stereotyped name, a stereotyped format, and 15 to 30 minutes of preparation." He described WOOD's successful shattering of tradition by inserting news on its woman's show and programming with a girl songstress, pianist, and female singing disc jockey in the afternoon.

Research Shows the Way

Oliver Treyz, president, Television Bureau of Advertising, told the delegates that research can show the way to bringing into television advertisers and billings which would not otherwise be there. Speaking of women's role in local tv programming, he described a test case in Seattle where a broadcaster went behind the counter to develop sales techniques for Deering-Milliken stockings. These techniques were transferred to tv so successfully, Mr. Treyz reported, that the product was sold out and Deering-Milliken is now among the country's 200 top users of spot tv.

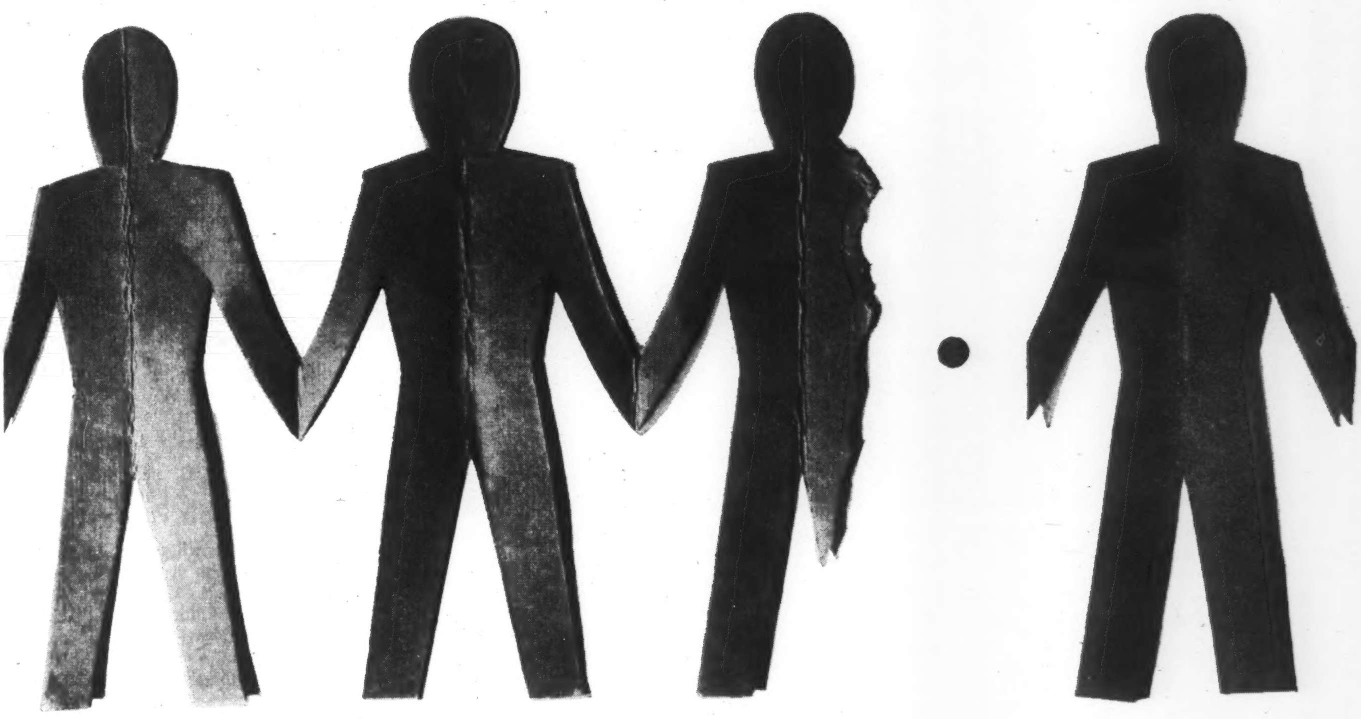
Norman Knight, general manager of WNAC-AM-TV Boston and the Yankee Network, urged AWRT members to share their thinking and ideas with management. "You are in a position to get the pulse of the public," he said, "and have the opportunity, via your mail, contacts, guest interviews and speaking engagements, to see a broad picture—one that is not available to management or others at the station."

Three simultaneous sessions Saturday morning were devoted to a radio clinic presented by Broadcast Music Inc., a traffic symposium and a panel on educational tv.

Speakers, introduced by Glenn Dolberg of BMI at the half-day BMI "capsule" clinic, called for radio women to abandon wornout program approaches for sharper news treatment, increased human interest and appeal to men and motorists as well as women at home. They were Gordon Davis, general manager, KYW Cleveland, Ohio; Ralf Brent, vice president, WIP Philadelphia; Edward C. Obrist, general manager, WNHC New Haven, Conn., and Herbert L. Krueger, vice president and general manager, WTAG Worcester, Mass.

Participants in "In the Roaring Traffic Boom" were Betty Bocklage, traffic director, WHAM-TV-AM-FM Rochester; Mary Alcombracht, special service representative in NBC-TV Network sales traffic; Bettylou Terry, traffic manager, WQXI Atlanta. Discussion coordinator was Al Hiorns, traffic manager, WEEI Boston.

The many problems confronting traffic, from ways of handling last-minute changes to methods of coordinating client and advertising agency instructions, were discussed. The need



the odds are nearly 3 to 1

WOAI-TV has *nearly three times more daytime adult audience* for minute carriers . . . than any other station.

You can buy —

*TODAY . . . 8.9 rating
Minutes—live or film— **80¢ per 1000 homes**

*AFTERNOON MOVIETIME . . . 13.8 rating
Minutes—live or film— **80¢ per 1000 homes**

*FAMILY MOVIETIME . . . 10.6 rating
Minutes—live or film— **$1.10 per 1000 homes**

WOAI-TV has *118% more audience on ALL daytime minute carriers . . .* including children's programs.

Nights . . . WOAI-TV has 6 of the top 10 non-network programs and its news programs continue to dominate the over 300,000 set San Antonio Market.

*February, 1956 ARB

WOAI-TV
CHANNEL 4
SAN ANTONIO

NBC Primary Affiliate • Nationally Represented by Edward Petry & Company, Inc.

NEW OFFICERS of American Women in Radio & Television, elected to two-year terms at the organization's Boston convention (l to r): Martha Crane, WLS Chicago, central vice president; Nena Badenoch, National Society for Crippled Children & Adults, secretary-treasurer; Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit, president; Marion Rowe, KPIX (TV) San Francisco, western vice president; Edith Ford, WLWA (TV) Atlanta, southern vice president, and Sarah Jane Moon, KSFA Nacogdoches, Tex., southwestern vice president. Missing from the picture: Betty Butterfield, WAAT-WATV (TV) Newark, N. J., eastern vice president.

for initiative in this department in order to overcome bottlenecks that affect the entire station operation was pointed out.

Moderating the educational tv panel was Gertrude G. Broderick, radio-tv specialist for the U. S. Office of Education, Washington. Panel speakers were John C. Crabbe, program consultant for the Educational Radio-Television Program Center at Ann Arbor, Mich.; Dorothy Klock, production supervisor, WNYE New York; Angela McDermott, producer, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.; E. G. Sherburne Jr., director of programs, WGBH Boston, and Alice Skelsy, information specialist, radio and television section of the U. S. Department of Agriculture.

Guest speaker at the Saturday luncheon was Harry Ellis, assistant overseas editor of the *Christian Science Monitor*, who gave AWRTers a background picture of the Middle East situation. The Saturday evening address at the McCall Award Dinner was by Dr. Shane MacCarthy, personal representative of Allen W. Dulles, Director of Central Intelligence.

A general tv session Saturday afternoon on "How To Do" was moderated by Keith Thomas, director of radio and television, Fred Rosen Assoc., New York, who told AWRT members that "spit, imagination, and scotch tape" is needed to create effective displays and to demonstrate merchandise.

Miss Melrose, AWRT's new president, has been named "the outstanding advertising woman of the year" in Detroit for the fourth time. She has served as president of the Women's Advertising Club of Detroit for two years and has worked closely with the Advertising Federation of America. Miss Melrose's awards include the Josephine Snapp Honor Award, Erma Proetz Award, the Award of Achievement from NARTB and the Zenith Award.

Other officers elected were secretary-treasurer, Nena W. Badenoch, radio-tv director of the National Society for Crippled Children & Adults; Betty Butterfield, eastern vice president, WAAT and WATV (TV) Newark; Martha Crane, central vice president, WLS Chicago; Edith Ford, southern vice president, WLWA Atlanta; Sarah Jane Moon, southwestern vice president, Nacogdoches Broadcasting Co., Nacogdoches, Tex., and Marion Rowe, western vice president, KPIX San Francisco. All were elected for a two-year term.

Top prize at the convention, an all-expense tour of Scandinavia, was won by Jean E. Phair of WHAS-TV Louisville.

The convention committee, in addition to Mrs. Broeg and Miss Doolittle, included Dorothy Fuller, WBET Brockton, Mass., vice chairman; Connie Stackpole, WGIR Manchester, N. H., president of the New England chapter; Julie Chase, WTAG Worcester, Mass.; Claire Crawford, WORL Boston; Ruth Newsome, Newsome & Co., Boston; Louise Morgan, WNAC-AM-TV Boston; Lillian Burchett, WBMS Boston; Jean Colbert, WTIC Hartford; Eileen Kneeland, WBZ-TV Boston; Mildred Bailey, WCOP Boston; Eleanor Bateman, New England branch, Poultry & Egg National Board; Doris Trocchi, Boston Assn. for Retarded Children, and Alice Tirrell Knight, Frigidaire Sales Corp., Boston.

Community Television Group Sets June 12-14 Convention

THE FIFTH ANNUAL convention of the National Community Television Assn.—representing more than 350 antenna systems in the country—will be held in Pittsburgh's Hotel William Penn June 12-14.

Among the speakers already scheduled for the convention are Thad Brown, NARTB television vice president and John Smith, Chrysler Corp. public relations director. Convention fee is $20 for full participation; $12.50 for limited participation.

E. Stratford Smith, NCTA executive secretary, is handling arrangements. NCTA headquarters are in the Communications Bldg., 710 Fourteenth St., N. W., Washington 5, D. C.

Lee, Treyz Slated to Address Pa. Broadcasters May 17-18

FCC Comr. Robert E. Lee and Oliver Treyz, president of Television Bureau of Advertising, will address the annual convention of Pennsylvania Assn. of Broadcasters, to be held May 17-18 at Pocono Manor, Pa., according to George A. Koehler, WFIL-AM-TV Philadelphia, convention chairman. Joseph T. Connolly, WCAU Philadelphia, PAB president, will preside.

An advertising agency panel will include Jayne Shannon, J. Walter Thompson Co.; Frank Brady, Harry B. Cohen Adv.; W. Robert Eagen, Foote, Cone & Belding, Chicago, and Kenneth Fleming, Leo Burnett Co., Chicago.

Taking part in an advertising panel will be R. M. Budd, Campbell Soup Co.; Alfred G. Waak, Household Finance Corp.; Albert Goetz, American Safety Razor Corp., and Thomas Christensen, Philip Morris & Co.

Tv Coverage Ban of Hiss Princeton Speech Protested

CHARGING that Princeton U.'s Public Information Dept.—by barring visual media coverage of the Alger Hiss talk to the American Whig-Cliosophic society—has decided that "the proceedings—unlike children—are to be heard but not seen," the Radio - Newsreel - Television Working Press Assn. protested a newsreel-tv coverage ban.

In a wire to the department, Arnold Lerner, chairman of the association's Freedom of Information Committee, said the ban was "ludicrous and unworthy of an institution of higher learning." He declared that while there was room for argument on the "feeble excuse" of inadequate space, the ban's "real purpose is a vain attempt to hide a rather large and somewhat off-color elephant." The wire also pointed out that like the "see-no-evil-monkey," Princeton "cast its lot with the simians."

Goodwin Heads Houston Club

JOHN PAUL GOODWIN, partner in the Goodwin-Dannenbaum advertising agency, Houston, has been elected president of the newly-formed Radio & Television Executives Assn. of Houston. Other officers include Dave Morris, KNUZ general manager, vice president; Jack McGrew, KPRC-AM-TV assistant manager, secretary, and Willard E. Walbridge, KTRK (TV) vice president-general manager, treasurer.

Regan Heads San Diego Group

BOB REGAN, KGB San Diego, has been elected president of the newly-organized San Diego Academy of Radio & Television Arts & Sciences. Other officers include Jim Harmon, KFMB-TV, and Bill Hollenbeck, KFSD-TV, vice presidents; Eva Irving, KFMB-TV, corresponding secretary; Ann Wade, KSDO, recording secretary; Art Hunt, Western Radio, treasurer, and Orva Huff, Phillips-Ramsey Adv., Ken Jones, San Diego State College, and Ray Wilson, KFMB-TV, all members of the board.

Miss. UP Broadcasters Elect

ELECTION of Dick Sanders, WJDX-WLBT (TV) Jackson, as president; John E. Bell, WCMA Cornith, as vice president, and John N. Herbers, United Press manager in Mississippi, as executive secretary of newly-formed Mississippi UP Broadcasters Assn. has been reported.

NARTB, RETMA to Kick Off Radio Week Promotion

NATIONWIDE promotional campaign for observance of National Radio Week will get underway next Sunday as NARTB, Radio-Electronics-Tv Mfrs. Assn. and several other industrial groups open a joint effort to acquaint the public with the advantages of aural broadcasting and the new types of sets now on the market.

Manufacturers are keyed to the theme "Give a Radio," and both stations and networks will feature programs reminding consumers of the new features and developments in radio sets and the progress in programming.

Over 105,000 retail outlets are joining in the campaign, according to H. Leslie Hoffman, RETMA president. Manufacturer members of RETMA have supplied publicity material, display kits and promotional ideas to distributors, who in turn are working with dealers.

"Radio today is an integral part of our lives," Mr. Hoffman said. "It plays a vital role in making the American public the best informed people in the world. As a mass communications medium it is unsurpassed and is on hand 24 hours a day to bring us in contact with the world around us. No event happening anywhere in the world is farther away than our nearest radio receiver or more difficult to reach than the turn of a switch."

ANA Schedules Workshop

THE growth of advertising's effectiveness through proper research methods will be highlighted at the Hotel Knickerbocker, Chicago, May 10 in an all-day workshop meeting of the Assn. of National Advertisers.

Radio Square, N. Y.

IN PREVIEW ceremonies to National Radio Week, May 13-19, Times Square in New York will be, for the week, changed to Radio Square on May 11. Manhattan Borough President Hulan Jack will participate in the name changing ceremonies, along with prominent pioneers of the radio industry. National Radio Week is held under auspices of Radio-Electronics Television Mfrs. Assn., NARTB, Radio Adv. Bureau and the National Radio-Television Dealers Assn.

Adv. Club Schedules Kintner

ABC President Robert E. Kintner has accepted an invitation to address the Broadcast Adv. Club of Chicago May 16, it was reported last week. J. Leonard Reinsch, managing director of Cox Stations and radio-tv advisor to the Democratic Party, will address the club June 6, along with a representative of the Republican National Committee.

Ellison Heads Illinois Assn.

WILLIAM ELLISON, news director, WHBF-AM-TV Rock Island, Ill., was elected president of the Illinois News Broadcasters Assn. at its joint meeting with the Iowa Radio & Television Newsmen's Assn.

Mr. Ellison succeeds William Small, WHAS-AM-TV Louisville, former INBA head while associated with WLS Chicago. Harvey Sanford, KICD Spencer, Iowa, was re-elected head of the Iowa group.

Electronics Group Limits Attendance at Chicago Show

A ROUND of exhibits, seminars and conferences will highlight the 1956 Electronic Parts Distributors Show at the Conrad Hilton Hotel, Chicago, May 21-24.

Attendance is being confined to parts distributors, exhibitors, sales representatives, commercial sound distributors, government personnel and accredited advertising agency representatives, all of whom must register in advance with the Electronic Parts Distributors Show Corp., 1 N. La Salle St., Chicago. On the show's last day, non-exhibiting manufacturers and engineering-research personnel affiliated with companies buying from exhibitors will be admitted, according to Kenneth C. Prince, the show's general manager.

TRADE ASSOCIATION PEOPLE

John C. Ottinger Jr., assistant director, Bureau of Advertising, ANPA, resigned. He will disclose future plans later.

Sue Grotta to Society of Motion Picture & Television Engineers, N. Y., as director of press relations.

Herbert N. Meyer, sales presentation writer, NBC Spot Sales, for past 2½ years, appointed senior sales presentation writer for Radio Advertising Bureau. **Curtiss James,** presentation writer, NBC Television Films, N. Y., to RAB promotion department, N. Y., in similar capacity.

Wes Cameron, president of Hollywood Advertising Club and former unit production manager, NBC, father of girl, Janet Kimberley, April 17.

a 3 Billion Dollar
Retail Sales Market With...

100% OF ALL HOMES USING UHF in America's most natural and largest ULTRA-HIGH Frequency Market

4600 Ft. above sea level
175,000 TV Homes

KJEO TV CHANNEL 47 BLANKETS
The Entire Market Area

O'NEILL BROADCASTING COMPANY
P.O. BOX 1708 Represented Nationally by the Branham Co. FRESNO, CALIF.

ONE OF A SERIES

What Makes a Radio Station Great?

SPONSOR RESPONSE

Wattage . . personalities . . programing . . they all make a radio station great. But *sponsor* fan mail is the *real test* of a radio station's power!

Here's a portion of a letter to us from O. C. Turner, executive vice president of Morton Foods, Dallas: "... we feel that our growth in the past eleven years has been greatly due to our advertising on the Early Birds."

WFAA's famous Early Birds, oldest breakfast club on radio, and other popular programs created by WFAA for its particular audience, have helped this station lead all North Texas stations all the way, both night and day*! Their successful selling power continually brings us enthusiastic response from sponsors, *24 of whom have been WFAA regulars for over 10 years.*

If you'd like an enthusiastic response to your sales message, try WFAA's enthusiastic brand of sell. It's catching!

To REACH North Texas, use RADIO
To SELL North Texas, use WFAA
A GREAT Radio Station

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 · 570
50 000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

Edward Petry & Co., Inc., Representatives

STORER SEEKS SALEM V IN PORTLAND, ORE.

Broadcasting company asks FCC for permission to buy ch. 3 KSLM-TV and move it into another city. Purchase price of station, which has never gone on air, reportedly $27,277.

STORER Broadcasting Co. asked the FCC last week for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the vhf frequency into Portland, Ore. (where Storer owns ch. 27 KPTV [TV]). [CLOSED CIRCUIT, April 16].

Purchase price for the 1954 permit (station has never gone on the air) was set at $27,277.27. This is reimbursement for out-of-pocket expense of Glenn E. McCormick, present KSLM-TV owner, it was indicated.

A condition of the application was that the Commission waive its multiple ownership rule so Storer would own six vhf stations. Present rules limit single ownership of tv stations to seven, not more than five in the vhf band.

A Supreme Court decision on the legality of the FCC's numerical limitation is awaited, expected almost any week now. It was Storer which brought the suit challenging the multiple ownership limitation. The rule was struck down by the appeals court and the FCC asked Supreme Court review.

Move of ch. 3 to Portland would make that northwestern metropolitan area all vhf, Storer pointed out. At present it has Storer-owned ch. 27 KPTV (TV), ch. 6 KOIN-TV and ch. 12 KLOR-TV operating, and ch. 8 KTLV (TV) building.

Only 38% of Portland's tv viewers said they received 1,000 kw KPTV "clearly," according to a December 1955 survey, Storer reported. This is a competitive disadvantage for KPTV, Storer said.

On ch. 27, KPTV serves one-third less than Portland's two operating vhf stations, the application stated. On ch. 3 it would add more than 400,000 viewers to its present 1 million plus coverage, it said.

Problems of uhf in rough terrain and in an intermixed market were shown in the following figures disclosed by the Storer application:

KPTV cost $2 million when it was purchased in the 1954 Storer buy of Empire Coil Co. for $8.5 million (including what is now WJW-TV Cleveland). Storer has added more than $350,000 in capital improvements to the ch. 27 station. In 1955, the three Portland stations had had total revenues of about $3.5 million, of which KPTV captured 40% ($1.4 million). In 1956, tv revenues are expected to be $4 million, but on ch. 27 KPTV would receive an estimated 35% ($1.4 million). On ch. 3, however, it is estimated KPTV would hold its own with $1.7 million in revenues.

Storer's total radio-tv revenues for 1954 were $17.7 million, or 1.7% of the $1 billion grand revenue total for the broadcasting media. Its 1954 tv revenue totaled over $14 million, or 2.7% of video's total $593 million. This broke down to $3.7 million from networks, $6 million from national spot and $4.6 million from local advertising. Storer owns seven radio and tv stations.

The printed 53-page Storer application also reported that the NBC-TV affiliation for Storer-owned ch. 23 WGBS-TV Miami, Fla., had been cancelled, effective June 15. KPTV's NBC-TV affiliation also has a 90-day cancellation clause, Storer noted. Storer paid $340,500 for the Miami facilities and has spent more than $650,000 in improvements, the application revealed.

Since late 1954, KSLM-TV has had pending before the FCC a request to move its ch. 3 transmitter site closer to Portland. This has been opposed by all three Portland tv stations. Storer in last week's application declared this would not solve the problem of uhf-vhf intermixture in the Portland area.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Chief Cunningham Will Sit With Examiners in Hearings

A PROCEDURAL innovation, unique in FCC hearing cases, will be introduced in two upcoming tv hearings—for the first time in FCC history more than one examiner will preside at a single hearing. Chief Hearing Examiner James D. Cunningham announced last week that he will join another examiner in two pending cases.

Mr. Cunningham will join Examiner Jay A. Kyle at the hearing involving the assignment of WGTH-TV Hartford from General-Times Tv Corp. to CBS. Mr. Cunningham and Examiner Herbert Sharfman will preside at the hearing involving the sale of WKNB-TV New Britain from Julian Gross to NBC. The extra examiner, often used by other federal agencies, is insurance against delays which might be occasioned by illness of a presiding examiner.

One U Quits, One Going Dark

ONE uhf station—KAKI (TV) Visalia, Calif.—"threw in the towel" last week, and another—ch. 40 WAIM-TV Anderson, S. C.—which previously indicated it would go dark with the commencement of ch. 7 WSPA-TV Spartanburg, S. C. [B•T, April 30], asked the FCC for permission to suspend operation at the close of business May 27.

KAKI which received its grant in October 1954 but never got on the air, asked the FCC to cancel its ch. 43 construction permit and delete its call letters. KAKI's surrender brings to 167 the number of construction permits which have been deleted (32 were vhf).

WAIM-TV said the May 27 sign-off date will enable it to fulfill all its commitments. The station will retain its cp. A total of 64 stations (four vhf) have ceased operation.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Woman locked in bedroom . . .
. . . man threatens to kill her."

Case History No. 20

It looked like another routine day in the KWTX-TV newsroom in Waco, Texas.

News Editor Bill Stinson checked copy from the AP news teletype and kept an eye on the AP Photofax machine which was bringing in news picture coverage from all over the world. Photographer Jim Goodwin was looking over his equipment and supplies.

One of the telephones broke the calm and Stinson answered. It was one of the many news sources he had been developing.

"Say, Bill. Police over at Temple tell me a man has locked his sister in her bedroom and is threatening to kill her. I understand he's a former mental patient."

Stinson quickly called the Temple police. The tip was right. The man was armed . . . the house in a heavily populated part of town . . . police were converging.

Stinson dialed AP at Dallas.

"It looks like a big one. We're heading for Temple. Call you later."

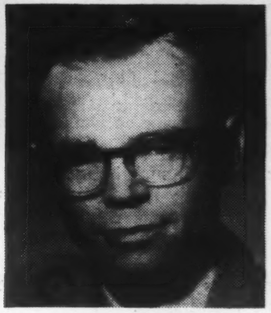
The AP teletype began clacking the first details of a man in a house on the loose with a gun.

Stinson and photographer Goodwin dashed out of the KWTX-TV newsroom and headed for Temple, 28 miles away. Nine miles out of Waco their car sputtered, stalled. Stinson and Goodwin turned hitchhikers. They were in luck. A motorist listened to their story . . . volunteered to take them the rest of the way.

On the scene, Stinson circled the house . . . pinpointed the focal point of action . . . buttonholed a police sergeant.

A fifty-year-old cabinet maker had his sister bound and gagged inside the house. Police were getting set for a tear gas invasion.

Bill Stinson
(formerly KWTX-TV, Waco)
now News Director
WFAA-TV, Dallas



Jim Goodwin
Photographer
KWTX-TV, Waco

Stinson telephoned AP news details. Goodwin was shooting pictures from every vantage point. AP's Wirephoto desk in Dallas was alerted.

The man inside fired a bullet. Police broke into the house. Seconds later they burst out dragging a struggling man.

The cabinet maker was hauled off to jail. A doctor and friends calmed the wounded sister.

Stinson called Dallas again and gave AP the completed story and advised the Dallas Bureau that he and Goodwin were rushing back to Waco to feed the pictures on AP's national Wirephoto network for immediate transmission to all members.

In both word and pictures, AP members had a beat on Texas' outstanding spot news story of the day . . . thanks to the typical news coverage cooperation that KWTX-TV gives AP regularly.

Stinson & Goodwin are among the thousands of newsmen who make the AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N.Y.
AP

Those who know famous brands . . .
. . . know the most famous name in news is AP

Licensing of Tv Boosters, Reflectors by FCC Sought

THE FCC would be called upon to license television boosters and reflectors under the provisions of a bill (HR 10944) introduced last week by Rep. Don Magnuson (D-Wash.). He is no kin to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Rep. Magnuson, who comes from a state where there probably are more boosters in operation than in any other, said the FCC's "unwillingness to license or otherwise permit the operation of reflectors and vhf translators stems from its unwillingness to adopt flexible administrative procedures" so boosters can be applied for on a "case-to-case basis."

He said he is convinced the FCC "never will get around to licensing reflectors and vhf translators on its own initiative" and that if the Commission is upset on the current appeal from its cease-and-desist order against a booster operation in Bridgeport, Wash., the Commission "will attempt to proscribe these facilities, by one means or another."

Rep. Magnuson's bill would require the FCC to propose rules and regulations for licensing of tv boosters within six months from the date the bill becomes enacted, with boosters in operation as of May 1 allowed to keep operating for a "reasonable time" before compliance with FCC rules. No prior cp would be required for a booster.

Under the bill, such boosters and translators could operate only if they did not cause "harmful interference" to existing "licensed electromagnetic transmissions."

Rep. Magnuson said the FCC's proposal for uhf translators is impractical because of higher costs, set conversions, difference in quality of uhf and vhf signals and uhf's limited coverage area.

The bill defines "television reflectors" and "vhf translators" as low-power facilities for receiving a tv signal, amplifying it and retransmitting it on the same frequency for use only by communities and individuals "who are prevented by geographical barriers from receiving satisfactory television reception."

He is a representative-at-large from his state.

Business Census Funds Sought

FUNDS exceeding $1 million are asked for the 1958 census of business and agriculture in an appropriation bill (HR 10,899) reported to the House of Representatives by the Committee on Appropriations. The bill specifies $150,000 for the business census, to be used in advance planning. This count includes transportation, manufactures and mineral industries. Another $900,000 is specified for the census of agriculture.

FCC Asks Cueing Comments

A PROPOSAL was advanced by the FCC last week looking toward regular licensing of cueing transmitters, broadcast station inter-com units. The Commission has asked for comments by June 4 on proposed rule-making which would license the cueing units under the provisions for remote pickup broadcast stations. The low-powered cueing device, which obviates the need for cords and other apparatus, facilitates cueing and prompting of program personnel, who receive directions via inconspicuous hearing-aid receivers.

KRDI—Strictly Nowhere

EVERY now and then the FCC is asked to provide an unusal call letter for fiction writers to use in referring to a radio broadcast station.

Last week, the Commission officially set aside the call KRDI for that purpose —R for Republican, D for Democratic and I for Independent.

It figured that was the perfect fictional call for this election year.

House Dismisses Helen Coar, Recording Facility Director

MRS. Helen B. Coar, studio director of the Joint Senate-House Recording Facility, which makes films and tapes for congressmen and records their radio and tv broadcasts, was fired last week from her $6,000 yearly congressional job because of "conflict of interests."

Ralph Roberts, Clerk of the House, said Mrs. Coar and her husband, Robert J. Coar, coordinator of the facility, have been operating a partnership firm in nearby Arlington, Va., which is in "an identical business" with that of the joint facility.

The future of Mr. Coar, a Senate employe, presumably is up to Felton M. Johnston, Secretary of the Senate, who was in Kentucky last week attending the funeral of the late Sen. Alben Barkley (D-Ky.).

Mr. Roberts said he acted on instructions of the Patronage Committee, adding, "It's a conflict of interest case." Rep. Francis Walter (D-Pa.), chairman of the Patronage Committee, said Mrs. Coar was fired because she had no political sponsor such as is usually required for many Capitol Hill jobs. The Coars were first hired during the Republican 80th Congress in 1947.

Two "confidential" reports by the General Accounting Office, issued in 1954 and 1955, said facility employes told GAO investigators equipment and services were used for "other than the convenience of members" and that equipment was missing.

GOP Makes Strong Bid To Defeat Sen. Magnuson

A LONG-AWAITED strong Republican bid to unseat Sen. Warren G. Magnuson (D-Wash.) came last week with an announcement by three-term Washington Gov. Arthur B. Langlie, Republican, that he will seek the GOP nomination for the seat held by Sen. Magnuson.

Sen. Magnuson has been chairman of the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over the FCC and broadcast matters, since the Democrats took control of the 84th Congress. He is completing his second term in the Senate and previously served four terms in the House. Gov Langlie said he had been asked by the White House to seek the Senate seat.

GOP Member Takes Swing At Evins Probe of FCC

REP. WILLIAM S. HILL (R-Colo.) last week charged the Democratic-controlled House Small Business Committee, on which he is ranking Republican, with "engaging in the greatest shell game of the century" and using the committee as a "political vehicle."

Rep. Hill was particularly critical of that part of the Evins Subcommittee's questionnaire to the FCC on gifts or honorariums received by Commission members or other top officials from the communications industry and others since January 1953 [B•T, Jan. 23, *et seq.*].

This line of questioning, he said, was "derogatory and a reflection upon the integrity of every member of the FCC, be he a Democrat or be he a Republican." He said the House committee, "on pretense of aiding small business, was actually prying and probing into the administration of various federal agencies," where only other committees have proper jurisdiction.

Mr. Hill described the whole questionnaire to the FCC as "probably the work of a disgruntled employe or someone outside the FCC with a particular ax to grind." He charged the committee with refusing to go back beyond January 1953, before the Eisenhower Administration took office.

He called the FCC questionnaire "a violation of our American sense of justice and fair play," and asked: "If the committee is in possession of evidence of wrong doing why hasn't it taken proper, instead of improper, steps to bring any evidence of wrongdoing to light?"

American Colonial Awarded Low-Power V at Ponce, P. R.

GRANT of a new low-power tv station on ch. 9 Ponce, P.R., was awarded by the FCC last week to American Colonial Broadcasting Corp. (WKVM San Juan), which only a fortnight ago received an FCC grant for ch. 11 Caguas, P. R. [B•T, April 30].

At Ponce, operating with 826 w visual power and antenna 2,520 ft. above average terrain, the proposed "economy-sized" tv station will be equipped with Adler Communications Labs' complete small-tv-station package, costing $15,937 [B•T, Oct. 31, 1955]. Estimated construction costs are $18,937, first year operating expenses $45,000, and expected first year revenue is $90,000.

FCC Grants 14 New Ams

AMONG 14 new am stations granted by the FCC last week [see FOR THE RECORD, page 111] were five Thursday grants. Construction permits were awarded to:

- Bijou, Calif.—Robert Burdette, 1490 kc, 250 w unlimited. Mr. Burdette is engineer.
- Caribou, Me.—Northern Broadcasting Co., 600 kc, 1 kw daytime. Sole owner Forest S. Tibbetts is auto dealer with tv sales and services interests.
- Gresham, Ore.—Gresham Broadcasting Co., 1230 kc, 100 w unlimited.
- Mobridge, S. D.—Mobridge Broadcasting Corp., 1300 kc, 1 kw daytime. Principals include Pres. L. L. Coleman (55%), publisher-80% owner of *Mobridge Tribune;* Vice President W. S. Morrison (10%), electrical appliance store owner, and Secretary-Treasurer G. H. Coleman (5%), *Tribune* advertising manager.
- Livingston, Tenn.—Audio Broadcasters, 920 kc, 1 kw daytime. Principals are equal partners F. L. Crowder, owner of WHBT Harriman, and WDEH Sweetwater, both Tenn., and R. H. McCoin, grocer.

Tv Campaign for Ike

REPUBLICAN National Chairman Leonard W. Hall said last week President Eisenhower will make "five or six" tv appearances in a six-week period beginning Sept. 15—almost a month after the GOP convention. Republicans earlier indicated they plan to use 15 half-hour network simulcasts plus 35 five-minute radio-tv network periods, but did not indicate how many would feature the President.

Census Bureau Reports 1954 Agency Receipts

THE U. S. Census Bureau announced last week that U. S. advertising agencies had 1954 receipts of $3.245 billion. This first census of agency income was conducted as part of the 1954 Census of Business. No comparative income figures are available from the 1948 business survey. Census included 5,077 U. S. advertising agencies.

New York was the leading state in number of agencies, with total income of $1.496 billion and payrolls totaling $145 million. Illinois ranked second, agencies having income of $557.9 million and payrolls totaling $49.98 million. Third place went to California, with agencies having an income of $204.6 and payrolls of $18.5 million.

The census report shows that the number of New York agencies increased from 846 to 1,056 in the six years. In Illinois the number increased from 380 to 508 and in California from 403 to 660.

WCOP-AM-FM Sale Approved Among FCC Actions Last Week

AMONG station sales approved by the FCC last week were two over-$300,000 transfers, topped by the Plough Inc. $457,500 purchase of WCOP-AM-FM Boston from the Post Publishing Co. *(Boston Post)* [B•T, April 2]. Plough Inc., Memphis, Tenn., pharmaceutical house, also owns WMPS Memphis, WJJD Chicago and awaits FCC approval of its $500,000-plus purchase of WCAO-AM-FM Baltimore [B•T, March 26].

Second, price-wise, of last week's sale approvals was the $306,000 acquisition of KTSA-AM-FM San Antonio, Tex., by McLendon Investment Corp. (Gordon B. McLendon). McLendon, which bought the stations from O. R. Mitchell Motors, also owns KLIF-AM-TV Dallas, KELP and KOKE (TV) El Paso, WRIT Milwaukee, controls WGLS Decatur, Ga., and has applied for a new am station at Houston, Tex.

The third largest transfer approved last week was the $175,000 assignment of KUDL Kansas City, Mo., from KUDL Inc. to Heart of America Broadcasters (H. Scott Killgore). Mr. Killgore also owns WKXV Knoxville, Tenn., WKXL Concord, N. H., and WARE Ware, Mass., and has an application pending for the purchase of WGTH Hartford, Conn. [B•T, March 26].

Veto Urged for R. I. Bill Banning Court Coverage

TWO industry groups have urged Gov. Dennis J. Roberts, Rhode Island, to veto a bill (H 748) that would ban microphones and tv cameras from courts and public proceedings in the state. The bill passed both houses of the state legislature before its adjournment.

Harold Baker, WSM Nashville, president of Radio-Television News Directors Assn., voiced "dismay" that a public body "would treat with levity a protest from an association representing radio and television news directors of networks and stations throughout the country." He referred to the laughter that receiving reading of a protest wire in the House of Representatives. The RTNDA directors, after an April 28 meeting, contended jurists should have discretional powers "in keeping with the democratic concept of justice, and with the belief in the integrity and wisdom of the judiciary."

NARTB President Harold E. Fellows asked Gov. Roberts to veto the bill on the ground that electronic reporting media "are as entitled to the guarantees of free speech and press as are the other means of disseminating information to the people." He reminded that broadcast media have often shown their unique ability to cover public proceedings. He also pointed out that the legislators did not hold hearings on the bill.

Basso Cites 'Discontent' Over Rayburn's Radio-Tv Ban

THERE ARE "rumblings of discontent among House members" over the ban on broadcasts and telecasts of House committee preceedings which has been imposed by House Speaker Sam Rayburn (D-Tex.), Nick Basso, news director of WSAZ-AM-TV Huntington, W. Va., told the Chesapeake Associated Press Broadcasters Assn. meeting in Baltimore.

Mr. Basso, who is chairman of Radio-Tv News Directors Assn.'s Freedom of Information Committee, said some congressmen feel Speaker Rayburn has "projected his personal feelings into his official prerogatives."

The House Rules Committee after a hearing last year shelved a proposal (H Res 99) by Rep. George Meader (R-Mich.) to amend House rules to authorize committees to permit radio-tv coverage at their own discretion [B•T, March 14, 1955]. Rep. Martha W. Griffiths (D-Mich.) has introduced two measures (H Res 449 and 450) to permit radio-tv coverage of House committee and House chamber proceedings [B•T, April 2].

Speaker Rayburn has interpreted House rules to prohibit coverage by radio-tv and cameras. Rep. Joseph W. Martin (R-Mass.), while serving as House speaker during the 83rd Congress, interpreted the same rules to allow committees to admit radio-tv at their own discretion.

Protestants Right in WMFJ Purchase Argued in Court

QUESTION of standing as a protestant against the 1955 sale of WMFJ Daytona Beach, Fla., by W. Wright Esch to Harold Kaye was argued in the U. S. Court of Appeals in Washington last week. Appealing the Commission's denial of right of standing as a protestant were Theodore A. Granik and William H. Cook, both of whom claim they had an option agreement with Mr. Esch to purchase the station. This allegation is the subject of Florida litigation. The FCC said it had no power to prevent the sale of the 250-w, ABC-affiliate (on 1450 kc) and that it had no jurisdiction over the purported contract. Last month, Mr. Esch sold control of ch. 2 WESH-TV Datona Beach to John H. Perry interests (WJHP-AM-FM-TV Jacksonville, WCOA Pensacola, WTMC Ocala, WDLP Panama City, and 40% of WNDB-AM-FM Daytona Beach, all Florida, as well as daily and weekly newspapers in Florida. Price was $5,000 plus loan of $150,000. This also was alleged to have been included in the Granik-Cook sales contract.

Court Upholds KTBS Grant

FCC grant of Shreveport, La., ch. 3 to KTBS Shreveport, La., was upheld by the U. S. Court of Appeals in Washington last week. In a *per curiam* decision, Circuit Judges David L. Bazelon, Charles Fahy and George T. Washington ruled that the Commission had committed no procedural errors and had made its grant on substantial evidence. The appeal was brought by unsuccessful applicant KWKH Shreveport (*Shreveport Times*), which charged that the Commission's diversification policy discriminated against newspaper applicants.

Suit Directed at Networks Studied on Behalf of Daly

A COURT appeal is under study by the American Civil Liberties Union on behalf of Lar (America First) Daly in the form of a mandamus suit against the radio-tv networks for refusing to grant the Republican splinter candidate free and equal air facilities on two occasions.

The ACLU board reportedly was scheduled to confer Thursday on procedures for filing the suit in a federal district court. It would be directed at the networks and seek a writ of mandamus, according to Mr. Daly, who claims to be a qualified candidate for the Republican presidential nomination on the basis of his entrance in preferential primaries.

One obstacle in the path of actually filing the court action, Mr. Daly said Wednesday, is the failure of the FCC to return material he submitted in appealing for time to answer President Eisenhower's talks of Feb. 29 and April 16. The Commission had promised to return the letters of networks and other correspondence "immediately after copies are made." [This was done last week, it was learned, and the originals of all correspondence and attachments returned to Mr. Daly.] FCC declined Mr. Daly's request for an appearance before the Commission April 18—during NARTB convention week. Earlier, it notified him it did not feel he had made a sufficient showing that he is "legally qualified candidate."

Patent Law Reforms Sought In Two Bills Before Senate

BILLS to establish a U. S. Court of Appeals for Patents (S 3744) and set a maximum limit of 20 years for protection of patent monopolies (S 3745) have been introduced by Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Patents, Trademarks and Copyrights Subcommittee. Sen. O'Mahoney said the "20-year bill" is directed to "eliminating stalling tactics indulged in by some applicants," who fail to prosecute their applications "diligently" so they can prolong the patent monopoly beyond the 17-year monopoly provided by the present law.

Patents would be terminated 20 years from the date of application or 17 years from the date they are granted, whichever is shorter.

Dr. Allen B. DuMont of DuMont Labs testified before the Senate group last fall against stalling tactics he said were employed by certain electronics manufacturing firms [B•T, Oct. 17, 1955] and the subcommittee recommended the "20-year bill" in its report last February [B•T, Feb. 13]. Such a bill passed the Senate in 1940 but got no farther.

Subcommittee Set for Pay Bills

SUBCOMMITTEE of Senate Post Office & Civil Service Committee has been named to hear bills to raise salaries of heads and assistant heads of executive departments and independent agencies, including FCC. Subcommittee will be headed by Sen. Olin D. Johnston (D-S. C.), chairman of parent committee, with Sens. John O. Pastore (D-R. I.) and Frank Carlson (R-Kan.). Bills are House-passed HR 7619, providing boost from $15,000 to $19,000 for FCC commissioners, and S 2628, recommended by White House and calling for FCC salaries of $20,000 [CLOSED CIRCUIT, April 9].

Supreme Court Action Sends Beaumont Case Back to FCC

THE U. S. Supreme Court has refused to review the Beaumont ch. 6 decision. It denied last week a petition for a writ of *certiorari* filed by KFDM Beaumont, successful applicant for that Texas vhf outlet, asking for review of an appellate court ruling which would require the FCC to reopen the Beaumont case [B•T, Jan. 2].

FCC granted Beaumont ch. 6 to KFDM in 1954. Unsuccessful KRIC Beaumont appealed this grant and the appellate court remanded the case to the FCC. By a two to one vote, it said the FCC should have taken into account the potential change in KFDM ownership involving an option agreement by W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) whereby he would acquire 32.5% interest in the ch. 6 facility. The agreement was made after the Commission's decision, but before it had acted on a plea for reconsideration. Previously Mr. Hobby held an option to acquire 35% of KTRM Beaumont, the third applicant for the Beaumont vhf outlet. KTRM dropped out of the race following the KFDM-Hobby agreement. It was paid $55,000 for expenses, loaned by Mr. Hobby to KFDM for that purpose.

Wofford Replaces Thurmond On Senate Commerce Group

THOMAS A. WOFFORD, practicing attorney in Greenville, S. C., who was sworn in April 9 as senator from South Carolina replacing Sen. Strom Thurmond (D), has been appointed to the Senate Interstate & Foreign Commerce Committee, where he also replaces Sen. Thurmond.

Sen. Wofford, also a Democrat, was appointed by South Carolina Gov. George Bell Timmerman Jr. March 5 to replace Sen. Thurmond who resigned April 4 to run for re-election this fall.

Sen. Thurmond, elected by write-in vote Nov. 2, 1954, for the term beginning Jan. 3, 1955, resigned to fulfill a campaign promise to seek the same seat in the 1956 Democratic primary and general election, when his name would be entered on the ballot as a regular candidate. Sen. Wofford will not seek election to the seat.

The new senator resigned as chairman of the Geenville County Democratic Party March 27 to take the Senate seat. He served as assistant solicitor of the 13th Judicial District 1935-36 and as assistant U. S. district attorney 1937-44. He holds an AB degree from the U. of South Carolina (1928) and LLB from Harvard Law School (1931). He has been a member of the board of trustees at Winthrop College, Rock Hill, S. C., for eight years, is married and the father of five children. He holds no radio-tv interests.

FCC Orders Hearing On W. Va. Am-Tv Sales

BECAUSE questions of tv overlap and alleged trafficking in tv licenses must be resolved, the FCC last week ordered a hearing into the proposed $370,000 assignment of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., from Ohio Valley Broadcasting Corp. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). The sale was set for hearing with a protest by Clarksburg Publishing Co. (*Exponent* and *Telegram*) against the WBLK-TV grant to Ohio Valley. The publishing firm's protest, among other things, questioned the propriety of a payment of $14,390 by Ohio Valley to Clarksburg Broadcasting, at the time the latter withdrew as a competing applicant. The FCC turned down the protest, but the U. S. Court of Appeals remanded the case for a full hearing. A request by Clarksburg Publishing to amend the hearing issues to place certain burdens on Ohio Valley was denied by the Commission last week.

Citizens Group Should Study Election Finances—Neuberger

CREATION of a 15-man group to investigate election finances has been proposed by Sen. Richard L. Neuberger (D-Ore.).

A resolution (S J Res 164) introduced in the Senate by Sen. Neuberger said that "the choice among candidates for federal elective office should not be obscured by the effects of disproportionate campaign expenditures." The Oregon Democrat repeatedly has expressed concern about the high costs of tv and radio in elections and is the author of Senate bills which he feels will tend to equalize access to these media among candidates.

A 15-member Commission on Election Finances and Related Matters would be appointed by the Chief Justice of the U. S. from independent citizens, under the Neuberger resolution. It would be given power to hold hearings and issue subpoenas and would submit a final report, with legislative or other recommendations, by Dec. 31, 1957.

The commission among other things would try to find (1) actual costs of modern campaigns for nomination and election to federal offices; (2) current practices in financing campaign costs, lobbying costs and other political activities, and (3) relationship between expenditures in behalf of a candidate and his success at the polls.

Senate Cites Liveright

THE SENATE last week agreed to a resolution (S 241) citing Herman Liveright, former program director of WDSU-TV New Orleans, for contempt of the Senate because of his refusal to answer questions put to him by the Senate Internal Security Subcommittee March 19 on alleged Communist activities [B•T, March 26]. Mr. Liveright did not plead the Fifth Amendment. He was fired by WDSU-TV for refusing to answer the subcommittee's questions.

WEEX to Begin Operation

FCC authorized WEEX Easton, Pa., to begin commercial operation May 10 on 1230 kc. That frequency was due to be vacated May 9 by 250-w WHOL Allentown, Pa., which received the assignment in 1947. Refusal of the U. S. Supreme Court to review the FCC's 1953 grant of the facility to the Easton applicant last month [B•T, April 16] spelled the end of the nine year's litigation. WEEX will join sister stations WEEX-FM and ch. 57 WGLV (TV) Easton, also owned by the Easton Express.

FTC Cites Fur Firm Ads

BECKMAN-HAMMER Furs, Beverly Hills, Calif., was charged last week by the Federal Trade Commission with false newspaper and radio advertising of price, source of furs, and savings claims. Parties named in the complaint are Harry L. Hammer, president, and Arthur L. Cornsweet, secretary-treasurer. An answer to the Commission's complaint may be filed within 30 days. A hearing on the matter is scheduled June 25, at Los Angeles, before an FTC hearing examiner.

Fraud Via Foreign Radio-Tv Prohibited in Senate Bill

THE SENATE last week passed and sent to the House a bill (S 3674) designed to permit prosecution of fraudulent stock promoters who use radio-tv to circumvent the present law by operating from Canada and Mexico.

The bill, introduced by Sen. Warren G. Magnuson (D-Wash.) is identical to one (S 3645) introduced by Sen. Alexander Wiley (R-Wis.) in the Senate and by Rep. Emanuel Celler (D-N.Y.) in the House (HR 10,418). It would extend the present prohibition against fraud by interstate wire, radio or television to cover foreign communications using these media. It provides a fine of up to $1,000 and/or five years imprisonment for violations.

The Justice Dept. recommended the legislation because a case arose last year in which a telephone call from Mexico to Los Angeles was part of an alleged scheme to defraud, with Justice concluding the present law does not cover this situation. A similar bill (HR 10,341) introduced by Rep. Kenneth B. Keating (R-N.Y.) would provide a fine of up to $10,000.

Tetley Tea Won't Give Unequal Ad Allowances

TETLEY TEA Co., N. Y., and the Federal Trade Commission last week approved a consent decree prohibiting the firm from granting promotional allowances to customers except on a "proportionately equal basis," the commission announced.

Tetley was one of 11 suppliers charged by the FTC with giving two food chains special allowances for promotion of anniversary sales (last year Tetley spent $400,000 in radio-tv advertisements). Complaints against the chains and the other 10 suppliers are still in litigation.

The FTC-Tetley agreement does not constitute an admission by the company that it has violated the law and is for settlement purposes only.

FTC Issues Consent Order On Hudnut Promotional Aids

HUDNUT SALES Co. (hair preparations, cosmetics), New York, was the subject of a consent order approved by the Federal Trade Commission to prevent its discriminating among its customers in the granting of promotional aids.

The Commission complaint, issued Nov. 8, 1955, charged Hudnut with violating part of the Robinson-Patman amendment to the Clayton Act by failing to make available to competing customers promotional (advertising, display, demonstrator, or other services) allowances on proportionately equal terms.

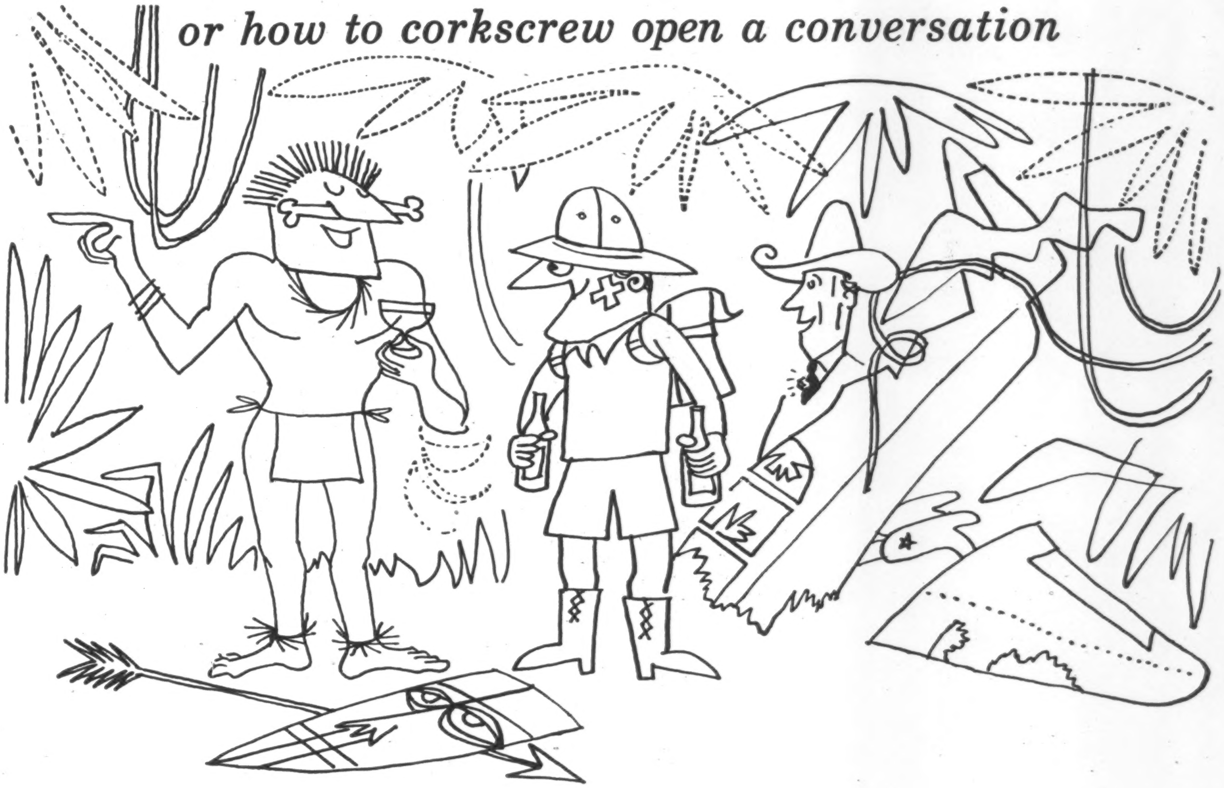
The order does not constitute an admission by the company that it has violated the law.

Sentrol Denies FTC Charge

SENTROL, a headache remedy produced by Wernet Dental Manufacturing Co., Jersey City, N. J., has filed a denial to a Federal Trade Commission complaint charging the firm with misrepresenting Sentrol's effectiveness, safety, and newness on the market. Sentrol maintains the FTC placed "erroneous and strained interpretations" on words in ordinary use and "have charged respondents with acts which they have never committed." The answer asks that the complaint be dismissed. Sentrol is distributed by Block Drug Co., which acts as distributor for about 35 drug products.

DRY HUMOR

or how to corkscrew open a conversation



A NOVICE South American explorer was bragging to an old-timer about the wonderful survival kit he had assembled for his jungle onslaught. "If the plane fails and I have to parachute into the wilderness, I'll be able to survive for weeks until I can get out," he commented.

"Have you got a bottle of gin and a bottle of vermouth?" the old hand asked.

"Hell, no—that's silly. But I got brandy for snakebite, you know, and tins of rations, and a collapsible boat and . . ."

"Never mind all that stuff. Take gin and vermouth!"

"But that's ridiculous . . . I don't need gin and vermouth in the jungle."

"You want to get out, don't you?"

"Sure."

"Well, do as I say. When you're forced down, just take out the bottle of gin and the bottle of vermouth and start mixing. Before you're through, some jerk will be standing over your shoulder saying 'That's not the way to make a Martini.' All you got to do then is have him show you how to get out."

In the Texas Panhandle, folks use whisky. And KGNC.

KGNC - AM & TV

Amarillo

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

CBS

WKRG
IS MOBILE
WKRG
IS MOBILE
WKRG
CHANNEL
5
IS MOBILE

AVERY-
KNODEL

CROWELL-COLLIER MULLS NEW EXPANSION

Publishing company may enter syndication of all forms of television and radio programs and possibly the network field at some later date, Paul C. Smith, company president, tells Los Angeles Advertising Club.

PROSPECT that Crowell-Collier Publishing Co. soon may enter the field of syndication of all forms of television and radio programs —and possibly even the network field at some later date—was held forth Tuesday by Paul C. Smith, Crowell-Collier president, at a news conference following his talk to the Los Angeles Advertising Club.

The veteran publishing firm already is going into the radio-tv station operating business and the popular recording field. It has purchased, subject to FCC approval, the multiple midwestern radio-tv stations of the Bitner interests for $16 million-plus as well as KULA-AM-TV Honolulu from Albert Zugsmith, Arthur Hogan, Richard Simonton and Jack Burnett in another million dollar transaction [B•T, April 30, 23].

Although the consideration of entering the network field wouldn't occur "until we get squared away on some of these other things first," Mr. Smith told newsmen the network idea "is a possibility." As for syndication of live and filmed tv shows and radio programs, Mr. Smith said specific plans currently "are being brainstormed" and decisions should be made in the near future. The syndication effort would fall to Crowell-Collier's new radio-tv-recording division, "which will be in the production business," he said. First likely project for radio-tv is *Collier's* current "American Tradition" series, staff written.

The publishing firm is incorporating a new subsidiary firm, American Communication Enterprises Inc., which will operate the radio-tv station properties separately from the radio-tv-recording division. Crowell-Collier plans to go for its full FCC limit of station properties in both radio and tv, Mr. Smith affirmed, including two uhf tv outlets.

The Bitner purchase includes four radio and three tv stations. It is the second largest transaction in broadcast history and is the largest sale of a non-network property. Three years ago the record was set when American Broadcasting Co. was sold for $25.5 million to United Paramount Theatres (now AB-PT).

The Bitner stations to be transferred include WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint. WFDF has an appeal in court protesting FCC's grant of ch. 12 there to WJRT (TV) and Crowell-Collier would assume the tv grant should the suit be successful, Mr. Smith said.

He explained no changes in personnel or operating policy is contemplated for the stations at the present, although some of the prospective productions of the new radio-tv-recording division may go to these outlets.

Asked if combination advertising packages might become available in the firm's *Collier's, Woman's Home Companion* and *The American* and on the radio-tv stations, Mr. Smith answered yes but noted any sense of compulsion is frowned upon by the government. A combination "availability" and "cross fertilization" are quite probable, he said, noting the high merchandising value in prospect for direct mail and other promotion for advertisers via the extensive subscription lists of the magazines. The lists already are expected to be used to promote the firm's record venture, through record clubs and other incentives.

New Venture Planned

Mr. Smith told newsmen Crowell-Collier is embarking on a daring new venture to stimulate and gather editorial and entertainment material suitable for any and all media in which the firm is now interested, including feature motion picture production. The firm already is in the book publishing field. In a sense, his firm is seeking to create a "stable" of new and promising talent in all these areas by purchasing all or most rights to a property and then "publishing" it in Crowell-Collier's own various media and re-selling or merchandising to other media those particular rights not utilized.

Heretofore, Mr. Smith said, the firm has usually purchased only first-magazine rights. Its unused editorial inventory runs about $1.5 million. Under the new policy, which will be flexible and will grow and adapt itself with new conditions and situations, Crowell-Collier hopes to find and build new talent through providing one overall financially attractive market. Mr. Smith said it is possible his editors in buying a magazine story from a new writer could see the market potential for the idea in several other media like radio, tv and films which even the writer overlooked or did not know how to sell or adapt. Compensation will increase with use and returns from multiple media, Mr. Smith explained.

The Crowell-Collier president confirmed that his company has been looking at a great many radio-tv properties as well as newspapers, but no decision has been made about acquiring other specific properties. He said the company is considering a weekly magazine (*Collier's* had been weekly but went bi-weekly several years ago in an economy move) but hasn't decided whether to purchase or merge with an existing publication or to start a new one. Mr. Smith said his ideal would be something

RYAN TO LEAVE QUALITY MAY 15

WILLIAM B. RYAN, executive vice president of Quality Radio Group Inc. since its founding in November 1954 [B•T, Nov. 29, 1954], was to announce his resignation today (Monday), effective May 15. Quality comprises high-power radio stations throughout the nation, banded together for sales purposes.

MR. RYAN

In accepting Mr. Ryan's resignation, Quality President Ward L. Quaal praised Mr. Ryan for his "many contributions to Quality and to radio in general."

Mr. Quaal said that the sales activities of the organization will be handled on a "pooled" basis by the combined sales staffs of member stations with offices in New York. A similar arrangement is planned in Chicago with Quality members having representatives there.

Before joining Quality, Mr. Ryan was president of the old Broadcast Advertising Bureau (now RAB) and prior to that was general manager of NAB (now NARTB). Mr. Ryan said he has definite plans for the future that will be announced in about two weeks.

To the Year's Most-Honored Press Association Staff

The United Press proudly salutes these members of its staff on their many citations already this year for their skill, courage, and devotion to duty:

for Best National Reporting—Michael J. O'Neill (National Headliners Club)

for Best Reporting Requiring Exceptional Courage and Enterprise—
Gene Symonds* (Overseas Press Club)

for Personal Heroism in Pursuit of His Duties in Recording Foreign News—
Gene Symonds* (National Headliners Club)

for Best Feature Picture—Massimo Ascani (National Headliners Club)

for Best Photo Reporting—William Sauro (George Polk Awards, Long Island University)

for Grand Award, Harris Trophy, First Prize, Presidential Class—
Stanley Tretick (White House Photographers Association)

for Best Feature Picture—Alfred Whalen (Frankie Filan Award)

for Best Political Picture—Charles Corte (Frankie Filan Award)

for Best Newsreel Coverage—Georges Chassagne, United Press Movietone (National Headliners Club)

for Best Sports Picture—Ed Fitzgerald (Boston Press Photographers)

And many, many winners of seconds, thirds, and honorable mentions.

And to the many other hard-driving members of a fine team,
a salute equally proud.

**Posthumous. Gene Symonds was killed by a Communist mob while covering riots in Singapore.*

1 United Press

which combined the best features to be found in *Time, U. S. News & World Report* and *Reporter.*

Mr. Smith admitted color television has had great influence in his decision to expand *Collier's* use of color pictures as part of its editorial streamlining. "The public is getting used to color and wants it," he said. "After all, we live with color all around us. We don't live in a black-and-white world."

Occasion for Mr. Smith's appearance before the Los Angeles Advertising Club was dedication of Crowell-Collier's new three-story regional headquarters building on Wilshire Blvd. in Beverly Hills. The lunch meeting, held around the flower-strewn swimming pool of the Town House, also featured a Catalina swim suit style show and diving-swimming exhibition. Honored guests included Gov. Goodwin J. Knight and other civic officials as well as publishers of the major daily newspapers. Norman Chandler, publisher of the *Los Angeles Times,* parent of KTTV (TV) there, was chairman of the day.

In his talk, Mr. Smith highlighted the new role of the publisher as a "communicator" using all mass media instead of just the printed word as before. He commended advertising for helping create America's present era of abundance through the philosophy of "psychological obsolescence," the urge to buy something new for the sheer "fun" of buying even though the auto or hat one has is still in working order.

In an aside, commenting on why his firm decided to go into broadcasting, Mr. Smith said "television cut into us, so we just decided to cut into television." Later he told newsmen he meant tv's impact was general throughout the publishing field and noted that some publications hadn't met the challenge as successfully as *Collier's.* He retracted any inference that tv had hurt his magazines.

LOCAL and state officials gathered to take part in a ceremony marking the start of WSPA-TV Spartanburg, S. C., on April 29. L to r: Spartanburg Mayor Neville Holcombe; Walter Brown, president of Spartan Radiocasting Co., which owns the station; former Gov. James F. Byrnes; former Sen. Strom Thurmond, and Sen. Thomas Wofford. The station, to be affiliated with CBS-TV, went on the air 2½ years after its ch. 7 grant. WSPA-TV had been on test pattern since the middle of last month.

Tv Cameraman Stopped In Coverage of Barkley

THE ACTION of five Washington & Lee U. students in preventing a WSLS-TV Roanoke, Va., cameraman from making film shots immediately following Sen. Alben Barkley's fatal heart attack at Lexington, Va., last week has been vigorously protested by the station.

In order to assure "that like action won't happen again in the state of Virginia," WSLS-TV News Director Joe Moffatt said a letter of protest has been sent to the university's president and dean of students and copies of the letter sent to the National Press Photographers Assn., the Virginia Bureau of the Associated Press at Richmond, and the Virginia Assn. of Broadcasters.

Mr. Moffatt described the Lexington incident this way:

"Our cameraman, John Gilbert, had just returned from sending earlier films to our studios in Roanoke when Sen. Barkley fell. He had his silent camera with him, and I told him to get ready to shoot, that I would let him know in a few minutes when to begin. With the general confusion that resulted—Mrs. Barkley leaning over her dead husband and the excitement among other dignitaries on the stage—I decided that it might be a possible violation of taste to shoot the scene, so I told John to go outside and get film of Sen. Barkley being loaded into the ambulance. We didn't want any gruesome shots but something in good taste.

"A few minutes later John came back to report that he had been pushed against a wall by five W&L students and held, preventing him from using the camera. He tried to explain to them that he was acting on orders and that if they had any objections to protest to the proper person after the films were made."

Later, Mr. Moffatt continued, he demanded the names of the students involved and found that the leader was the sergeant-at-arms at the mock convention, who apologized for his and four companions' action.

"By this time, it was too late," the news director added, "and I felt that the documentation of a piece of history that should definitely have been documented had been lost."

Another W&L student, John Jennings, a 22-year-old senior journalism major, was credited last week by CBS News with providing a transcription of Sen. Barkley's last words before he collapsed and died. Mr. Jennings, monitoring the proceedings on a tape recorder, caught the late senator's last remarks ("I would rather be a servant in the house of the Lord, etc."), his collapse, and the confusion that ensued. The recording was promptly snapped up by CBS News, which used it Tuesday night and on CBS-TV's *Good Morning* show, the following day.

Wip Robinson, WSVA-TV Harrisonburg, Va., news director, was recording Sen. Barkley's speech for later release over his station when the senator collapsed. Mr. Robinson grabbed his tape recorder microphone and immediately gave an on-the-scene description of the events that followed.

WINS Time Bought to Explain KDKA Show to N. Y. Agencies

WESTINGHOUSE Broadcasting Co. is placing recordings of its *John Pallan Show* on KDKA Pittsburgh on a 15-minute program Westinghouse has purchased on WINS New York as part of a two-week campaign to bring Mr. Pallan's show to the attention of the New York agency timebuyer as well as to provide entertainment to the WINS audience.

The WBC pro-Pallan drive (Mr. Pallan recently was signed by KDKA from WWSW, a radio independent in Pittsburgh) also includes account people from Peters, Griffin, Woodward Inc., New York, national sales representative for KDKA, who will be on tap today at Ted Bates & Co. and Ogilvy, Benson & Mather Inc., both New York, with portable radios. Timebuyers John Kucera (Ted Bates) and Matt Kane (Ogilvy) will hear the show with sample commercials for Viceroy cigarettes (Mr. Kucera buys for Viceroy) and Diamond Crystal salt (Mr. Kane buys for it). Tomorrow (Tuesday) the show will be tailored for timebuyers at Young & Rubicam and Foote, Cone & Belding, on Wednesday, BBDO and Street & Finney. By the end of the campaign, Mr. Pallan will have "talked" to 58 New York timebuyers, 20 of whom will win Westinghouse portable radios, raffled off as part of the promotion.

Fire Interrupts WKRS

FIRE which disrupted operation of WKRS Waukegan, Ill., for about 24 hours April 27 caused damage estimated at $90,000-$100,000, according to Joseph B. Kirby, general manager. The fire destroyed the station's interior, but WKRS was able to resume broadcasts after completing arrangements for temporary quarters.

Congratulations

TO

THE WINNERS

OF

THE $10,000 LONE RANGER CONTEST

For Radio and TV Station Promotion Managers

1ST AWARD
JACK W. SCHUMACHER
WICU-TV
ERIE, PENNSYLVANIA
$2,500.00

2ND AWARD
DON BEEDLE
KVTV
SIOUX CITY, IOWA
$2,000.00

3RD AWARD
CHUCK OLSON
WREX-TV
ROCKFORD, ILLINOIS
$1,500.00

4TH AWARD
GRAHAM JEAMBEY
KRNT-TV
DES MOINES, IOWA
$1,000.00

5TH AWARD
BOB PEEL
WHEN-TV
SYRACUSE, NEW YORK
$500.00

6th AWARD
MARGRET McDONALD
WBAP
FT. WORTH, TEXAS
$500.00

7TH AWARD
W. E. PENDLETON, JR.
WMAZ-TV
MACON, GEORGIA
$250.00

8TH AWARD
JAMES B. CHENOWETH
WABT
BIRMINGHAM, ALABAMA
$250.00

9TH AWARD
DOROTHY SANDERS
WLW-D
DAYTON 9, OHIO
$250.00

10TH AWARD
GEORGE FELDMAN
WFIE-TV
EVANSVILLE, INDIANA
$250.00

(10 AWARDS OF $100 EACH)

DICK WESTMAN
KUTV
SALT LAKE CITY, UTAH

A. RICHARD ROBERTSON
KSL-TV
SALT LAKE CITY, UTAH

BILLIE WISE
KTRK
HOUSTON, TEXAS

DALE COWLE
KDAL-TV
DULUTH, MINNESOTA

FRED E. WALKER
WTTM
TRENTON 9, NEW JERSEY

ROBERT G. PATT
WCBS-TV
NEW YORK, N.Y.

ROY C. PEDERSON
WDAY-TV
FARGO, NORTH DAKOTA

TOM HENNESY
WJBF
AUGUSTA, GEORGIA

BILL WALKER
KBTV
DENVER, COLORADO

WILLIAM C. RUCKER
WHBQ-TV
MEMPHIS 11, TENN.

THE LONE RANGER, INC. · GENERAL MILLS, INC.
AMERICAN BAKERIES CO. · WARNER BROS. PICTURES

in
boston

WILLY THE COP

there's
only
one
for the
Smart
Money

**Best Cost
Per 1000**

WCOP
Boston
*5000 watts
on 1150*

AIMS

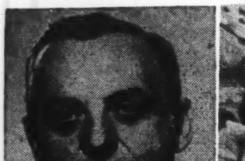
REPRESENTED NATIONALLY BY WEED & COMPANY

WENDELL CAMPBELL RESIGNS CBS POST

General manager of Radio Spot Sales served with network 18 years. Gordon F. Hayes named replacement.

RESIGNATION of Wendell B. Campbell, vice president in charge of CBS Radio Spot Sales, and promotion of Gordon F. Hayes to replace him as general manager of Radio Spot Sales, were announced last week by J. Kelly Smith, CBS Radio administrative vice president.

Mr. Campbell's resignation came as a surprise. His future plans were not announced immediately. He has been with CBS for almost 18 years, joining the organization through the Chicago Radio Sales office in August 1938. He became western sales manager in 1942, then served successfully as sales manager, assistant general manager, and general manager of CBS-owned KMOX St. Louis, until 1949. In that year he was named general manager of WCCO Minneapolis-St. Paul, and in 1950 moved back to Chicago as western sales manager for the CBS Radio Network. He became general sales manager of CBS Radio Spot Sales in 1951, was promoted to vice president in charge of station administration for CBS Radio in 1953, and was named to the new post of vice president in charge of CBS Radio Spot Sales last October.



MR. CAMPBELL

MR. HAYES

Mr. Hayes has been western sales manager of CBS Radio Spot Sales for the past eight years. He moved from Chicago to New York to take up his new position, which he assumed last Wednesday.

He entered radio as a member of the sales staff of WTOP Washington, D. C., in 1943 after nine years with the *Washington Daily News*, which he served for three years as advertising manager. He moved from WTOP to CBS Radio Spot Sales in December 1945 as an account executive in Chicago.

KYA, Two Principals Sued By Sherman Advertising Co.

A SUIT for $600,000 against KYA San Francisco and two of its principals has been filed in San Francisco Superior Court by Robert Sherman, head of Sherman Advertising Co. there.

Mr. Sherman charges the corporation, co-owner John D. Keating and KYA General Manager H. G. Fearnhead with "business misrepresentation, deceit and breach of agreement" concerning what Mr. Sherman describes as a reorganization of the advertising agency last year. Both Mr. Keating and Mr. Fearnhead have denied the charges.

In his suit, Mr. Sherman said that "persuaded by promises, blandishments and representations" he agreed to transfer 60% of the stock of his advertising agency to the defendants to reactivate the general business of the firm and "to solicit for it upon a nationwide scale." He charged that in August 1955 the value of Sherman Advertising Co. was in excess of $50,000, that by last month it was "insolvent to a degree in excess of $25,000" and that he "no longer owned or controlled the shares of stock of such corporation but had retained only 40% of such shares of stock for himself; the credit of the plaintiff has been irreparably damaged because of the identify of the name between the plaintiff and Sherman Advertising Co. Inc."

Mr. Fearnhead, in denying Mr. Sherman's charges, said that KYA is in no way involved in the "private investment."

Irving Phillips, KYA commercial manager, last week told B•T:

"KYA Inc. has at no time had any interest or ownership in the advertising company in question nor have there been any dealings at any time between KYA Inc. and the Sherman Advertising Co. other than the normal course of business as a station and agency relationship. The only interest of KYA Inc. in the Sherman Advertising Co. is as a substantial creditor for broadcast time sold to the agency's clients."

WCOW Changes Call to WISK, Revamps Programming Format

NEXT WEEK WCOW Minneapolis changes its call letters to WISK and simultaneously changes its programming format to feature popular music, Nicholas Tedesco, executive director of the station, has announced.

Selected MBS programs will be aired under the new schedule. The only feature carried over from the old format will be the *Joe Zingale Show*, an evening rhythm and blues program.

Station General Manager Victor Tedesco has reported that Jim Foster, formerly with WTCN Minneapolis, and Gene Robinson, previously with KDKA Pittsburgh, will be added to the announcing staff. Vern Fritz will head a newly-organized merchandising department. The promotion department is under the direction of Charles W. Loufek, station manager.

WACH-AM-TV Brings $54,500 In Bankruptcy Transaction

PURCHASE of WACH-AM-TV Newport News, Va., by Richard Eaton (United Broadcasting Co.) for $54,500 at bankruptcy sale was announced last week. WACH operates with 1 kw daytime on 1270 kc. WACH-TV, on ch. 33, ceased operating in 1955 after two starts. Mr. Eaton owns WOOK-AM-TV and WFAN (FM) Washington, D. C.; WSID-AM-TV Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, Ohio, and WANT Richmond, Va.

WADS to Open Next Week

DEDICATION of a new radio outlet, WADS Ansonia, Conn., is set for next Sunday with various dignitaries, including Connecticut's Gov. Abraham Ribicoff, U. S. Sens. Prescott Bush and William Purtell, invited to attend. Special programs and open house will be held. According to Sydney E. Byrnes, president and general manager of the 500 w station, Radio Free Europe has expressed interest in airing abroad the station's opening to demonstrate the freedom of America's radio facilities. RFE is especially interested in WADS because of the large number of people living in the Naugatuck Valley area who are of Polish descent and also because Ansonia is in the area hard hit by last August's floods.

Tv Ownership Question Set for N.Y. Lawmakers

WHETHER or not an out-of-state insurance company doing business in New York should be allowed to acquire a tv station is among the questions which the New York state legislature will be asked to decide in its consideration of amending the state laws regulating insurance companies.

As it now stands, the New York law forbids a domestic company (one headquartered in the state) from acquiring more than 2% of the stock of any corporation. Last January 20, New York's attorney general, Jacob K. Javitz extended that rule to out-of-state insurance companies to block Connecticut General Life Insurance Co.'s proposed acquisition of some 80% of the stock of the National Fire Insurance Co. of Hartford [B•T, Jan. 30].

Similar logic would prevent Travelers Insurance Co., owner of WTIC Hartford and awaiting final decision on its application for ch. 3 Hartford, from acquiring its tv station and at the same time continuing to do business inside New York state. This view was disputed by Travelers spokesmen, who pointed out that the insurance company's ownership of WTIC predated the New York law by many years. The "grandfather clause" concept not only permits Travelers to own and operate the radio station without jeopardizing its right to sell insurance in New York, but also encompasses ownership of a tv station, which is merely an extension of its radio broadcasting activities, Travelers holds.

Discussing Mr. Javitz's Jan. 20 ruling, Leffert Holz, New York state superintendent of insurance, said it would not affect existing investments of out-of-state insurance companies made before that date. His department is currently making studies of the entire situation, he said, which may in turn lead to recommendations to the state legislature to clarify the law. Pending the conclusion of these studies, all licenses of out-of-state insurance firms will be renewed on July 1, he said.

Film-for-Time Barter 'Inimical' to Tv—Webb

A WARNING that film-for-time barter proposals are "inimical to the best interests of television" is contained in a letter sent to Station Representatives Assn. members by SRA's managing director, Larry Webb.

In his letter, Mr. Webb asserted that because of the "destructive effects" of the film-for-time proposals, "it will be our policy to consider advertising broadcast in exchange for film commissionable to us in the normal manner (based on published rates)." Mr. Webb explained SRA adopted this policy, not because of the commission's importance *per se,* but in the belief that if barter deals are not discouraged, "damaging confusion will unquestionably develop."

Observing that "such proposals seem to be the film fashion for early 1956," Mr. Webb explained the procedure as an offer to the station to acquire certain film in exchange for which the station gives the film supplier the right to use "advertising announcements for his own products, or to sell them to other advertisers."

Reasons cited by Mr. Webb for discouraging such practices were five-fold: He noted that tv is now so established that it can buy its program materials "on the open market for dollars and sell its advertising facilities for dollars" without resorting to barter; that stations entering into such pacts lose control over the rate at which the film supplier resells the time to other advertisers; that in nearly every case wherein advertisers bought time at cut rates from film sellers, SRA has been able to sell advertising to them at published rates on stations not taking part in the barter deals; that such pacts wherein the film supplier asks his own rates for sale of the time constitute an entering into a brokerage agreement, which is forbidden by FCC, and that the practice has the effect of creating another representative for the station and "thereby constitutes an infringement of our exclusive representation agreement."

WQXR Issues Rate Card 14, Based on Increased Power

WQXR New York last week announced the issuance of rate card No. 14 effective June 1, basing a 25% increase in daytime program rates and lesser increases for night and day spots and station breaks on increased power (to 50 kw) and a larger mass audience since last July.

New program rates apply only to Class C time (weekdays, 6 a.m.-6 p.m., and after 11 p.m.; Sun., 8 a.m.-6 p.m. and after 11 p.m.), with Class A and B rates remaining the same. A one-time, one-hour show in Class C time previously costing $200 will now be $250, with cost becoming proportionally less as frequency of airing is increased. Five-minute programs, one-time only, have been raised from $60 to $75.

Forjoe Moves L. A. Offices

THE LOS ANGELES office of Forjoe & Co. and Forjoe Tv Inc., radio and tv station representatives, has moved to new quarters at 451 North La Cienega Blvd., Los Angeles 48, effective today (Monday). The new telephone number is Oleander 5-7755.

SEE YOUR A.R.B.

for the

TOPEKAREA

20 counties dominated by

WIBW-TV

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

He's saving taxpayers $465 million

One of the many places where independent electric companies are saving you tax money is Hell's Canyon on the Idaho-Oregon border. In the photograph above, an engineer scales the walls of this canyon surveying for a power dam to be built by the local electric company. Three dams along the wild Snake River in Hell's Canyon will double the electricity available in the local company's service area. At the same time, these dams will save you and other taxpayers $465 million. That's how much this project would have cost the public if the government built it.

Electric Companies to double the supply of electricity by 1965

When you buy another appliance, or your family increases, you need more electricity. And it's always ready and waiting at the end of the wire. That's because America's more than 400 independent electric light and power companies can plan and build ahead for your future needs. They don't have to wait for an act of Congress or for tax money from the Treasury. Right now, these companies are building dams and power plants and such at the rate of more than $2 billion a year with money from millions of investors. This is one of the important reasons why you get the best and the most electric service from companies like the ones bringing you this message—*America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

How much tax is he saving you?

Here's about how much the people of each state save in taxes because the local independent electric company, instead of the government, is building the Hell's Canyon power project:

Alabama	$ 4,300,000
Arizona	1,900,000
Arkansas	2,200,000
California	42,900,000
Colorado	4,700,000
Connecticut	8,800,000
Delaware	2,300,000
Florida	6,900,000
Georgia	6,100,000
Idaho	1,200,000
Illinois	35,600,000
Indiana	11,900,000
Iowa	5,600,000
Kansas	4,500,000
Kentucky	4,700,000
Louisiana	5,100,000
Maine	1,800,000
Maryland	9,100,000
Massachusetts	15,000,000
Michigan	26,900,000
Minnesota	7,800,000
Mississippi	2,200,000
Missouri	11,600,000
Montana	1,500,000
Nebraska	3,400,000
Nevada	700,000
New Hampshire	1,300,000
New Jersey	16,900,000
New Mexico	1,400,000
New York	68,700,000
North Carolina	6,400,000
North Dakota	1,000,000
Ohio	29,700,000
Oklahoma	4,600,000
Oregon	4,400,000
Pennsylvania	35,000,000
Rhode Island	2,400,000
South Carolina	3,000,000
South Dakota	1,100,000
Tennessee	5,400,000
Texas	18,900,000
Utah	1,600,000
Vermont	700,000
Virginia	6,900,000
Washington	7,300,000
West Virginia	3,300,000
Wisconsin	9,500,000
Wyoming	700,000
District of Columbia and Possessions	6,600,000
TOTAL	$465,500,000*

AD CAMPAIGN LAUNCHED FOR 'THE NATION'S VOICE'

A CAMPAIGN to sell "a startling advertising strategy" called "The Nation's Voice" has been launched by the 12 radio stations represented by Henry I. Christal Co.

A full-page advertisement in the *Chicago Tribune* kicking off the campaign during the NARTB convention was to be followed with other full pages in the *New York Times* and the *Detroit Free Press*. In all, 14 full-page ads on the theme will be divided among the three papers.

The opening ad described "The Nation's Voice" as "a selling strategy which concentrates your advertising on a relatively small number of great radio stations in the important centers of population. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within reach of your message.

"New facts developed in a continuing series of measurements of the adult population conducted by Alfred Politz Research Inc. shows that this concept of using radio selectively makes it more powerful, more efficient, more economical, than at any time in its history . . ."

The ad summarizes earlier Politz studies' findings that radio is playing the "new and vital role" of "constant companion" to the consumer and that, in the markets surveyed, "people trust, respect and listen most to one great station" in each. New studies in additional markets now provide "significant" correlation with the earlier findings, the ad reports.

In a short cost-comparison of "four excellent media" the ad tells advertisers that:

"If you invest $100,000 in advertising with—

"The largest weekly magazine: using color pages, your message will go out just three times to homes where only 12% of the people in America live.

"The leading newspaper supplement: your money is not quite sufficient for three color pages—delivered to less than 25% of the homes in America.

"A good television program: your talent bill alone, with a medium-priced half-hour, would use all your money in less than three shows, and you'd still have to pay for your time.

"The nation's voice: your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made."

McGannon Says Broadcasters Must Aid Mental Health Work

CALLING UPON members of the communications industry to change the nation's attitude toward mental illness from that of "a family disgrace" to a "paramount health problem," Donald H. McGannon, president, Westinghouse Broadcasting Co., last week said that broadcasters have a responsibility to create an understanding by all Americans of the mental health problem.

Speaking Monday at Pittsburgh's Mellon Institute as part of a ceremony sponsored by the National Assn. for Mental Health honoring WBC for its "oustanding service against mental illness . . . and notably for the creation of 'Sing Along for Mental Health'," Mr. McGannon drove home his point for additional support by an analogy to the world's largest industrial corporation.

"If . . . General Motors Corp. were to close down completely for one year," Mr. McGannon said, "the manpower loss would still equal only about half the time we lose every year to mental illness."

Westinghouse Broadcasting Co., which last year produced and then distributed to 600 U. S. radio stations a series of eight songs about mental health, "Sing Along for Mental Health," has presented 1,000 additional recordings of the tunes to the National Assn. for Mental Health.

In preparation for National Mental Health Week last week, the NAMH distributed the records to its state and local chapters which, in turn, made them available to local stations in their areas.

New Microwave Operation Begun at KBTV (TV) Denver

KBTV (TV) Denver, Colo., last week put into operation a microwave installation which connects the station's transmitter, at the edge of a mountain, 2,400 ft. above Denver, with KBTV's remote truck. Installation of the new equipment was supervised by Chief Engineer Nelson Alquist.

Previously, two transmitter engineers were required to adjust the microwave equipment when a remote was planned. With the new setup, one engineer can handle the work from inside the transmitter—an important factor in this area where wind velocities sometimes reach 120 miles per hour.

Interior controls permit the engineer to rotate and change the angle of the reflector on the roof, monitor his power supply and receiver dials and still communicate with the remote truck crew until final adjustments have been made and the picture is properly cued in.

Hearne New WCSC Manager

MR. HEARNE

JOHN B. HEARNE, WCSC Charleston, S. C., sales manager, has been appointed manager of the station by John M. Rivers, president and owner of WCSC Inc. Mr. Hearne has been associated with WCSC since 1932. The appointment was effective last week.

The fulltimer operates on 1390 kc with 5 kw. It is a CBS affiliate and represented by Peters, Griffin, Woodward.

Morrow Named KJAN Head

ROBIN A. MORROW, program director-promotion manager, KJAN Atlantic, Iowa, has been elected president of Nishna Valley Broadcasting Corp., the staton's licensee.

Other new officers of KJAN include Robert Einhaus, vice president and news-farm director, and M. A. Preston, secretary-treasurer.

WCKT (TV) Names NBC Spot

WCKT (TV) Miami, scheduled to go on the air July 1 as a basic NBC-TV affiliate, last week appointed NBC Spot Sales as its representative. The ch. 7 outlet, owned by Biscayne Television Corp., will operate with maximum power of 316 kw using a 1,000 ft. antenna and will be equipped for colorcasting. Niles Trammell, former NBC president, is president and general manager of Biscayne.

Ch. 3 WRGP-TV Chattanooga Begins Regular Telecasting

WRGP-TV Chattanooga, Tenn., ch. 3, was scheduled to begin telecasting yesterday (Sunday), the station reported. The 100 kw effective visual radiated power outlet is affiliated with NBC and is to carry some ABC programs. Present plans are to operate from 7 a.m. to midnight Monday through Friday, 9 a.m. to midnight on Saturday, and 11 a.m. to midnight on Sunday. H-R is the national representative.

Ramon G. Patterson, president of WAPO Chattanooga, is president; Judge Will Cummings, treasurer; Harry Stone, station manager, and Helen Patterson, program director.

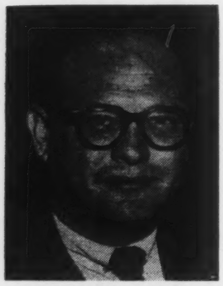
KGFI Control Rights Upheld in L. A. Court

LOS ANGELES Superior Court Judge John J. Ford has ruled in favor of KGFI that city regarding the station's right to control program content. The court denied an injunction request filed by Negro Minister Maurice Dawkins and his sponsor, Conner-Johnson mortuary, who protested KGFI's cancellation of the minister's program when he asked listeners to support the Montgomery, Ala., bus boycott prayer movement.

KGFI attorney Joseph Brenner told the court that radio stations have the right to control what goes over the air and that the station is responsible to the FCC and not the court for its programming. The station maintained further that the boycott plea had nothing to do with religion.

Lambert Joins WOR Sales

APPOINTMENT of Burt Lambert, sales supervisor of WABD (TV) New York and WTTG (TV) Washington, to the staff of WOR New York in a sales executive capacity was announced last week by Robert J. Leder, general manager of WOR.

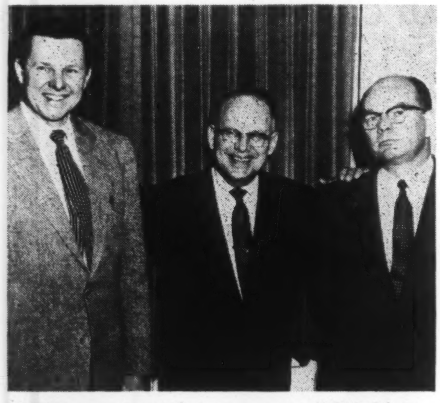

MR. LAMBERT

Mr. Lambert began his radio career in 1935 as promotion manager and subsequently account executive for 10 Hearst radio stations. He was an account executive for KYW Philadelphia and MBS before beginning a 15-year association in 1940 with WNEW New York, which he left in 1955 as assistant director of sales. Mr. Lambert was New York sales manager of Ziv Television Programs from February to June 1955 before he joined WABD (TV) and WTTG (TV).

WMCA Changes Its Address

WMCA New York, a long-term resident of the Brill Bldg., Broadway and 52d St., last week moved into a new building at Madison and 48th St., occupying the entire 13th floor.

The station, whose lease runs for 15 years, will operate out of three studios costing approximately $250,000. The move was made, according to station officials, so that WMCA's activities will be more closely coordinated with those of advertising agencies also located in the midtown Manhattan area.


NEW commercial manager at KGY Olympia, Wash., is Herb Anderson (l), formerly with KMO Tacoma. Mr. Anderson succeeds Elmer J. Holmberg, who resigned to enter the plywood business at Port Angeles, Wash. L to r: Mr. Anderson; Tom Olsen, KGY owner, and Mr. Holmberg.

KFXJ-AM-TV Changes Call, Stations Mark Anniversaries

LAST TUESDAY, with the 30th anniversary of KFXJ and the second anniversary of KFXJ-TV, both Grand Junction, Colo., the stations announced changes in call letters and station personnel. The stations are now KREX-AM-TV, with the KFXJ-TV call going to its Montrose, Colo., tv satellite.

President Rex Howell reports the following changes effective as of that date: Jerry Fitch, now vice president and general manager of KGLN Glenwood Springs, Colo. (51% owned by Mr. Howell), becomes executive vice president and member of the board; Warren Clark, with KFXJ since 1947, assumes program director duties; Vivian Brown, who has handled women's programs, becomes women's director; John Robinson, tv operations director, becomes a board member, and Roy Adamson, comptroller, moves to the board of directors and becomes secretary-treasurer.

Shay Joins Wrather

BROADCASTER Jack Wrather announced last week that William Shay, formerly vice president and advertising director of Coast Fisheries Co., division of Quaker Oats Co., at Wilmington, Calif., has joined his organization in an executive capacity.

Mr. Shay will serve in an over-all executive capacity on all Wrather enterprises, but will be directly connected with Mr. Wrather's most recent acquisition, the development of Corriganville, a California movie ranch, as a recreational and tourist resort, and with the Lone Ranger Inc., and its related enterprises and activities covering tv, radio, films and merchandising. Among Mr. Wrather's many other interests is part ownership of KFMB-AM-TV San Diego and WNEW New York.

Petry Gets Two More

APPOINTMENT of Edward Petry Co. as national representative of WJHP-TV Jacksonville, Fla., and WESH-TV Daytona Beach, Fla., was announced last week by John H. Perry Jr., president of Perry newspaper, radio and tv interests. WJHP-TV, ch. 36, has been on the air since 1953, and WESH-TV, ch. 2, will go on the air about June 1. Perry radio stations will continue to be represented by John H. Perry Assoc.

Live Crime Program Series To Be Aired by KTTV (TV)

A NEW LIVE dramatic documentary program, to be aired remote from scenes of current crime in greater Los Angeles, has begun on KTTV (TV) Los Angeles. Titled *Paul Coates—Crime Beat*, the half-hour series is sponsored by Potter Chevrolet and Riviera Mfg. Co., both Los Angeles.

The show features Paul Coates, columnist whose *Confidential File* and *Flashback* programs on KTTV have used the interview technique he will employ in the new series.

KTTV claims this is the first time that tv has undertaken to present live documentaries of actual crime and human interest cases using the people involved to tell the story.

KTTV said Mr. Coates will probe into one case each week. It may be murder, kidnaping, minor robbery, a lost child or an unusual accident. KTTV said each case will be current and will include people actually involved to the extent possible, including victims, witnesses, sheriffs and even suspects or criminals themselves.

Griswold Named V. P.

GLENN G. GRISWOLD, general manager of KFEQ-AM-TV St. Joseph, Mo., has been elected a vice president of the Midland Broadcasting Co., stations' licensee, Kenyon Brown, Midland president, has announced. Mr. Griswold's promotion, according to Mr. Brown, was in recognition of his outstanding work as manager of the stations since they were purchased late in 1955. Other Midland officers include singer Bing Crosby and Oklahoma banker George L. Coleman.

MR. GRISWOLD

Dickinson Named HR&P V. P.

JOHN F. DICKINSON, manager of business development, Harrington, Righter & Parsons Inc., New York, last week was elected a vice president of the tv station representative firm. He will continue in his present capacity of helping to develop, create and establish new means by which national companies can incorporate tv in their advertising to best advantage.

MR. DICKINSON

Before joining HR&P in 1949, Mr. Dickinson was eastern sales manager for WBKB (TV) Chicago and KTLA (TV) Los Angeles. He also has been with Republic Pictures Inc., Hollywood.

REPRESENTATIVE APPOINTMENTS

KLX Oakland, Calif., appoints Weed & Co., N. Y., national representative.

WKDA Nashville, Tenn., names Stars National Inc., N. Y., for national sales.

REPRESENTATIVE SHORT

John Blair & Co., radio station representative, and **Blair-Tv** moved to 415 Madison Ave., N. Y. New telephone numbers: Plaza 3-4250 (radio) and Templeton 8-5800 (tv).

REPRESENTATIVE PEOPLE

William F. Abbott Jr., formerly on staffs of WSTC Stamford and WKNB Hartford, both Conn., to George P. Hollingbery Co., N. Y., as radio account executive.

STATION PEOPLE

Sam Lawder, assistant to **James L. Howe,** president, WIRA Fort Pierce, Fla., appointed station manager. Mr. Howe remains active in station operation.

Stan Scott, general manager, WKLX Paris, Ky., resigned after serving since station went on air in November 1955. He has not announced future plans.

William L. Jones Jr., account executives, WISN Milwaukee, named sales manager. **Earl G. Kramer,** Cramer-Krasselt Co., Milwaukee advertising agency, to WISN as publicity and promotion manager. **A. Philip DeChant,** Wauwataosa News Printing Co., to WISN as account executive.

MR. EVANS

Joe Evans, former president of Joe Evans Adv., Fort Worth, Tex., and commercial manager, KNOK Fort Worth, appointed local sales manager, KFJZ-TV Fort Worth. He succeeds **John Hopkins,** named assistant general manager of KFJZ-TV. **Charles Hamilton,** tv director-producer, Armed Forces Radio Service to KFJZ-TV production staff. **Ruth Palmer,** advertising department, Stripling's Department Store, Fort Worth, to copywriter, KFJZ-TV.

Ray Stanfield, WIS Columbia, S. C., named sales manager. **Dan Burns** promoted to assistant director of national sales. **Dave Moss,** announcer-salesman, to director of news and sports.

Robert Nashick, promotion and advertising manager, WGBS-TV Miami, Fla., to WCKT (TV) Miami, as promotion manager. He was formerly director of radio-tv exploitation and publicity for Loew's-Metro - Goldwyn - Mayer, N. Y.

MR. NASHICK

Douglas A. Smith, advertising and sales promotion manager, Orders Mattress Co., Greenville, S. C., to WFBC-TV Greenville commercial department. **Dick Harris,** director of promotion and merchandising, KOA-TV Denver, transferred to KOA-TV sales department.

Robert Bartell, manager, KTIM San Rafael, Calif., to KLX Oakland, Calif., as account executive.

WRGP-TV Chattanooga, Tenn., ch. 3 station which went on air yesterday (Sunday) (see story, this issue) announces new personnel: **Van Campbell, Gene Goforth** and **Nelson Krepps,** account executives; **B. B. Barnes,** chief engineer; **Bill Hubbard** and **Phil Waynick,** directors; **Reginald Stagmaier,** art director; **Tom Willette** and **Lee Jackson,** announcers, and **Marie Schleif,** traffic manager.

John F. Beecher, formerly with John H. Perry Assoc., N. Y., station representative, to WOV New York sales staff.

John S. Kirk, vice president and account executive, Hilton & Riggio, N. Y., to WABC-TV New York as account executive. He will head a special political sales unit.

Clarence Sewell, sales manager, KFBI Wichita, Kan., to sales department, KCMO-TV Kansas City.

Clark Grant appointed promotion manager, WOOD-AM-TV Grand Rapids, Mich., succeeding **John Dragomier,** to NBC Chicago. Other WOOD-AM-TV changes: **Robert H. Smith** named assistant program director; **Dick Lamoreaux,** producer, to production manager; **Chet Matel,** music director, to tv production staff.

Bill Trowbridge, salesman, WHTN-TV Huntington, W. Va., promoted to sales service representative. **Elinor Taylor,** WHTN copywriter, named continuity director, WHTN-TV.

Harry V. Kline, advertising staff, Olin's Inc., Miami, Fla., to account executive, WTVJ (TV) Miami.

John W. Cadenhead Jr., San Diego, Calif., radio salesman, to sales department, KFGM-TV San Diego.

Don Pierce, announcer, WFMY-TV Greensboro, N. C., to sales staff. **Lee W. Kinard,** WABZ Albemarle, N. C., to WFMY-TV an-

MILWAUKEE'S NEW WISN

PRESENTS

JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The *New* WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

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WAAM TV Channel 13
BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York Atlanta Chicago and San Francisco

nouncing staff, replacing Mr. Pierce.

Ray Golden, production and sports director, KSTN Stockton, Calif., named to additional post of publicity and promotion director.

Pat Boisseau, news staff, WKRC-AM-FM-TV Cincinnati, Ohio, named news director. **Tom McCarthy,** WKRC news director, resigned.

Gertrude Grover, director of women's programs, WHCU, Ithaca, N. Y., resigned effective June 1 to marry William M. Lott.

Frank Bell Jr., news director, KTBB Tyler, Tex., to KTSA San Antonio, Tex., as disc jockey.

Knox Manning, announcer, to news staff, KFWB Hollywood.

Rex Trailer, western personality, WRCV-TV Philadelphia, to WBZ-TV Boston.

Dick Drury, disc jockey, WFIN Findlay, Ohio, to WHHH Warren, Ohio. **Jerry Peterson,** WICA Ashtabula, Ohio, to WHHH for daily show.

Eddie Herbert, newsman, WCAU-AM-TV Philadelphia, to WRVA-TV Richmond, Va., as assistant news editor.

Frank Arney, farm department, WOI-AM-TV Ames, Iowa, to KWWL-AM-TV Waterloo, Iowa, as farm reporter.

Baylen H. Smith, *Romper Room* producer, Bert Claster Productions, Baltimore, to WISN-TV Milwaukee, as production manager. **Bill Binet,** announcer-producer, KGVO-TV Missoula, Mont., to WISN-TV as announcer.

Augi Navarro, formerly sportscaster of Ogden (Utah) baseball Reds, to KALL Salt Lake City sports staff.

Bob Edwards, announcer, KLOH Pipestone, Minn., and **Norman Hilson,** announcer, KGDE Fergus Falls, Minn., to announcing staff, WNAX Yankton, S. D.

Okie Bob, western disc jockey, San Diego, Calif., to KCSB San Bernardino, Calif., for morning show.

Dik Heller, student, to Bob Wolff sports staff, WWDC Washington.

Sherm Olson, air personality, KFEQ St. Joseph, Mo., named program director.

Edward W. Hamlin, personnel manager, KSD-AM-TV St. Louis, retired after 25 years.

Dick Robertson, assistant farm director, KVOO-AM-TV Tulsa, Okla., named farm director, KMTV (TV) Omaha.

Jim Ameche, west coast radio personality, to do daily show on KDAY Santa Monica, Calif., in time formerly occupied by **Lillian Randolph,** resigned to devote more time to her choir and radio-tv acting.

Jim Hadlock, west coast radio newsman, to KFMB San Diego as newsman-announcer.

Geraldine Wing, office manager, KODY North Platte, Neb., elected president of local chapter of Altrusa International.

Paul Howard, Wheeling, W. Va., disc jockey, to WCUE Akron, Ohio.

Ronald B. Woodyard, president, WONE Dayton, Ohio, returned from two-month visit to Russia, Poland, Czechoslovakia and 15 other countries.

Mitchell Wolfson, president, WTVJ (TV) Miami, Fla., shooting newsfilm on world tour, is subject of lead story in April issue of *Far East Film News* of Tokyo.

WESTERN NETWORK FORMED BY ABC-TV

Hunt Stromberg Jr., executive producer for KABC-TV Los Angeles, continues duties with station and assumes command of permanent regional network which had been used only occasionally.

ESTABLISHMENT of the ABC Western Regional Television Network on a permanent basis today (Monday), with Hunt Stromberg Jr. appointed director, was announced Wednesday by ABC-TV. The regional network for several years has functioned on an occasional basis when ordered by advertisers or for the football season.

MR. STROMBERG

Mr. Stromberg will continue as executive producer for the network's KABC-TV Los Angeles in addition to his new duties. He has been with KABC-TV for three years and formerly had been a Broadway producer and Hollywood radio and movie writer.

The regional network opens today with clearance of eight west coast stations for *Glamour Girl,* weekday 3:30-4 p.m. live production on KABC-TV which features 24-hour beauty transformation of one of three contestants. Initial network will include ABC's other owned tv outlet on the coast, KGO-TV San Francisco, plus California affiliates KBAK-TV Bakersfield, KCCC-TV Sacramento and KEYT (TV) Santa Barbara, and KREM-TV Spokane, Wash., and KLOR (TV) Portland, Ore. The network will add Seattle, Fresno, San Diego, Chico and Salinas "shortly," ABC-TV reported, among others.

ABC-TV announced additional programs are being considered for regional telecasting which now are aired locally on KABC-TV. These include *Chucko, the Clown* and *Little Schoolhouse. Glamour Girl* is being offered on a cooperative basis for local sponsorship in each market. Verda Barnes is the glamour consultant featured.

Big Ten, NBC-TV to Discuss Regional Football Schedule

BIG TEN OFFICIALS are slated to confer with NBC-TV representatives this week on sale of rights to regional live tv coverage of its five-game fall schedule under NCAA's controlled football tv program.

NBC-TV, which obtained rights to eight nationally televised contests, is reportedly interested in the Big Ten schedule, providing a suitable one can be worked out and the price is right. The sale price is believed to be in excess of $500,000.

CBS-TV was understood to have rejected the rights originally when the conference was mulling the idea of two separate regional packages.

If negotiations with NBC-TV fail to materialize, the Western Conference may seek to lay the groundwork for an independent regional network to telecast its contests. It already has announced plans to supplement any live tv with an extensive film program, to be offered to advertisers on a regional network or spot tv basis in the midwest [B•T, April 9].

It was 1·2·3 IDECO towers . . .

"...time after time Ideco has done the tower job we needed ... and done it right,"

says C. Bruce McConnell, Pres., WISH-TV, Indianapolis, Ind.

GROWTH OF A STATION

JOB DATA: Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.

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WGR-AM-TV, ABC Renew Affiliation Agreement

A NEW TWO-YEAR affiliation agreement between ABC and the WGR Corp. (WGR-AM-TV Buffalo) was signed last week by J. Joseph Bernard, station vice president and general manager, and ABC's Vice President and Assistant to the President E. Lee Jahncke Jr. The agreement, effective June 1, makes WGR-AM-TV basic ABC affiliates.

In a statement, Mr. Bernard called ABC "the talk of the television industry at the moment" because of the network's current programming and future plans. WGR operates with 5 kw on 559 kc. WGR-TV is on ch. 2, operating with 100 kw.

To Run NBC Convention Radio

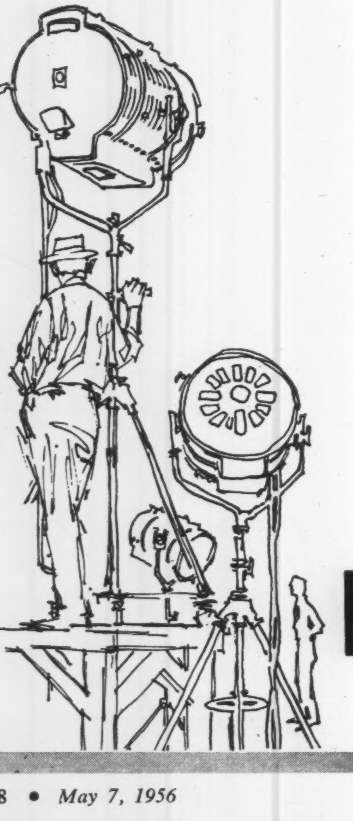
NBC news analyst Pauline Frederick last week was named "anchor man" for NBC Radio's coverage of the national Democratic and Republican conventions, said to be "the first time a woman has ever achieved such prominence in the field." Miss Frederick is credited by the network with other "firsts": she was the first woman commentator ever to win the Peabody Award; the first woman ever to win a duPont Award.

NBC said her news will be slanted toward the nation's women, since a majority of those following election coverage during the day probably will be women.

WGR-AM-TV Buffalo, N. Y., and ABC have signed a new two-year affiliation agreement. Signing the agreement are J. Joseph Bernard (l) WGR Corp. vice president and general manager, and E. Lee Jahncke Jr., ABC vice president and assistant to the president.

KFRE-TV to Join CBS-TV

KFRE-TV (ch. 12) Fresno, Calif., is slated to go on the air as a CBS-TV primary affiliate June 5, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KFRE-TV, owned and operated by the California Inland Broadcasting Co., Fresno, will replace KJEO (TV) as that city's CBS affiliate. The latter station will continue to carry ABC-TV programs.



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Mutual Seeks Station After WGN Bows Out

A COMPETITIVE scramble for network affiliation involving MBS loomed for the Chicago-Milwaukee area last Thursday in the wake of confirmation that WGN Chicago will sever its contract with Mutual effective Aug. 31.

MBS thus found itself without any affiliation in either city, lending substance to reports it may seek a contractual agreement in Milwaukee in the event it is unsuccessful in obtaining an affiliation in Chicago.

It is reported that Mutual has sounded out both WLS, the Prairie Farmer-ABC outlet and WCFL, an independent owned and operated by the Chicago Federation of Labor, in that city in recent weeks with discussions of an exploratory nature.

According to some reports, WLS already has renewed its two-year affiliation pact with ABC and reportedly is adverse to any proposal for a dual-affiliation agreement with MBS notably since ABC is identified with ownership of the facility WCFL officials also have been broached by the network.

WGN Inc.'s announcement, made Thursday by J. Howard Wood, president, made plain that WGN Radio plans to operate as an independent, despite earlier indications that ABC was interested in affiliating with the Chicago *Tribune* radio outlet [CLOSED CIRCUIT, March 19]. The matter doubtless was explored by MBS and WGN officials during the recent NARTB convention in Chicago.

Mr. Wood said WGN Inc. recently re-evaluated its industry position with respect to WGN radio—now heavily programmed with a music-news-sports format—and has formulated definite and more aggressive plans for continued growth in radio along with television (for WGN-TV, also an independent operation, even before cessation of operation of the DuMont Television Network).

WGN Holds MBS Stock

WGN has been a Mutual outlet for several years as well as a stockholder in the network. MBS's board of directors includes Elbert M. Antrim and Frank Schreiber, both WGN Chicago, as vice chairman and director, respectively. Mr. Schreiber is vice president and manager of WGN Inc.

Text of Mr. Wood's statement follows:

"We are making this move as a part of WGN's plans to exercise complete control over programming. We feel that in this way we can best serve the midwest audience. . . ."

There have been recurring reports, evident during the recent NARTB convention, that MBS may seek an affiliation in Milwaukee, particularly if it should decide such an agreement might not be evolved or be practical in Chicago.

A competitive situation arose a few weeks ago when CBS dropped WISN as a basic affiliate in Milwaukee and its owned-and-operated WBBM launched a promotion drive to woo that city's listening audience for CBS Radio network fare. As a result, CBS placed itself in the position of servicing the Milwaukee market out of Chicago.

NBC-TV 'Washington Square' To Feature Comic Ray Bolger

NBC-TV has its Tuesday, 8-9 p.m. EDT period set for the fall. Dancer-comedian Ray Bolger, whose last regular tv appearance was as star of ABC-TV's *Ray Bolger Show* during the 1954-55 season will return to network tv next fall as star of 16, hour-long alternate Tuesday night programs, titled *Washington Square*. Signing for Mr. Bolger's services was announced last week by Thomas A. McAvity, NBC-TV vice president. Sponsor status was indefinite as of last Thursday.

The new Bolger series will alternate with the 20 *Chevy Shows*, sponsored by the Chevrolet Dealers of America, which begin Sept. 18 [B•T, April 23]. Among the stars to be featured in the latter shows are Dinah Shore, Bob Hope, and Martin & Lewis. *Washington Square* will be built around the picturesque center of New York City's Greenwich Village.

NBC-TV Buys Broadway Play

TV RIGHTS to a former Broadway musical comedy hit, "High Button Shoes," have been acquired by NBC-TV, which will present the show as either a 90-minute or two-hour color spectacular next fall, according to Thomas A. McAvity, vice president in charge of NBC-TV. Details of the transaction were not made public. Cast and production plans also were not announced. Mr. McAvity noted that in addition to the original musical score, the tv version of the musical, on Broadway during 1947-48, will offer two new songs by Sammy Cahn, who will handle the show's lyrics with Jule Styne. The writer is Stephen Longstreet.

Grenier Transferred West

MR. GRENIER

THEODORE B. GRENIER, chief video facilities engineer, ABC-TV, New York, will be transferred to the Western Div., Hollywood, as chief engineer, effective June 1. He succeeds Cameron G. Pierce, who resigned to become president of the newly-organized engineering firm, Ling Electronics Inc., Los Angeles.

Before joining ABC in 1951 as assistant video facilities engineer, Mr. Grenier was supervisor of technical operations, Paramount Pictures' tv division, and assistant chief of the planning section, United Nations, N. Y. Mr. Pierce will continue to serve ABC-TV in a consultant capacity.

PIB Revises Radio Figures

REVISED gross income figures for CBS Radio and overall network radio during July 1955 and the Jan.-July 1955 period were made known by the Publishers Information Bureau. CBS Radio grossed $3.11 million in July and $27.1 million in the Jan.-July period. Combined network totals were $8.3 million for July and $69.97 million for Jan.-July.

Tv Invades Guam

NBC-TV REPORTED last week that the first tv to be seen on Guam, western Pacific island, is set for July 15 when KUAM-TV (ch. 8) starts operations in the capital city of Agana. The station has signed as a new affiliate of NBC-TV, according to Harry Bannister, vice president in charge of station relations at NBC, and Harry M. Engel, president and general manager, KUAM-TV. The new tv station, sister of KUAM Agana, also an NBC affiliate, will serve about 25,000 potential tv homes on the island. Radio Guam owns KUAM-AM-TV.

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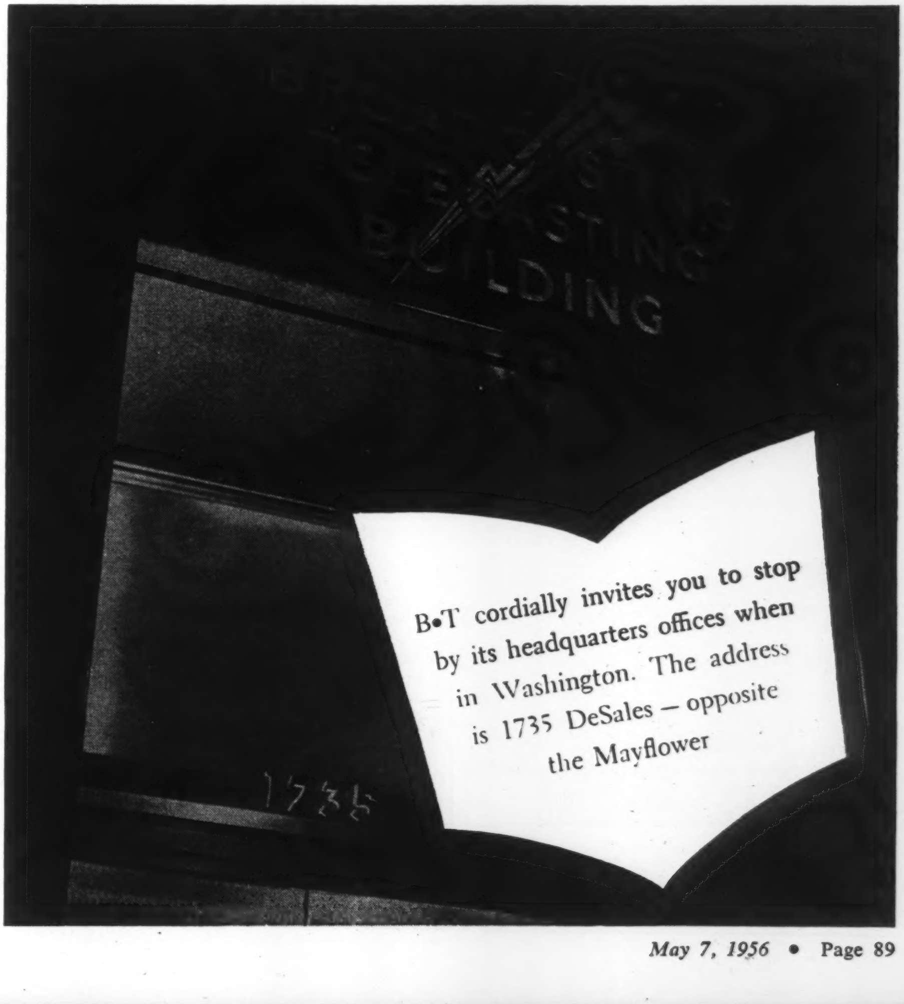

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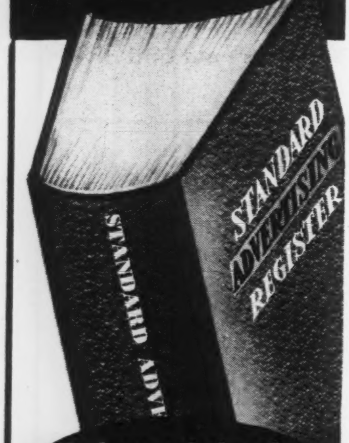

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Standard source of information on over 3,000 U. S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

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NETWORK PEOPLE

David W. Tebet, public relations representative, Max Liebman Productions Inc., N. Y., to NBC-TV as general programming executive.

Robert C. Wilson Jr., account executive, Weed & Co., N. Y. station representative, to ABC Radio as account executive.

Robert H. Young, program researcher and assistant radio-tv producer, CBS, appointed producer of CBS Radio's *Church of the Air,* succeeding **Mollie O'Connor,** resigned.

Harry Stillman, former business manager of IBEW Local 45, Hollywood, to CBS-TV there as technician.

Nancy Craig, ABC radio-tv personality, named home service editor of *House Beautiful* magazine, N. Y.

Jacques Sammes, copywriter for national promotion, Radio Advertising Bureau, to CBS owned stations promotion service, unit of CBS-TV advertising and sales promotion department, as copywriter. He previously was with CBS Radio Spot Sales before joining RAB.

Robert J. LeDonne, United Press bureau manager, Concord, N. H., resigned to join NBC press information, N. Y., as staff writer.

Larry Jonas, formerly trade paper correspondent in Arizona and with radio-tv stations in Phoenix, to CBS Television, Hollywood, as trade news editor succeeding **Jerry Smith,** now with RKO.

Bill Leyden, host, *Top of the Morning* program on KTTV (TV) Los Angeles, signed by NBC to present new *Today in the West* segment of network's *Today,* effective today (Monday) [B•T, April 16].

Douglas H. Stone, former CBS Radio and CBS-TV staff writer, to NBC-TV's *Home,* as staff feature writer.

Albert McCleery, producer of NBC-TV *Matinee Theatre,* named to board of trustees of Pasadena Playhouse and College of Theatre Arts.

Dean Miller, one of stars of CBS-TV's *December Bride,* and former WCPO Cincinnati, Ohio, announcer, will head faculty of lecturers at special summer tv workshop, June 25-July 7 at Cincinnati Conservatory of Music.

Leonard H. Goldenson, president of AB-PT Inc., appointed director of Marshall Field Awards Inc., new non-profit organization established for purpose of "recognizing and rewarding fundamental and imaginative contributions to the well-being of children."

Arthur M. Dorfner, administrative manager, ABC-TV program department, is Republican nominee for mayor of Roselle Park, N. J.

Benjamin A. Rolfe, 77, orchestra leader who conducted Lucky Strike orchestra on NBC's first coast-to-coast commercial broadcast, and early movie producer, died April 24 in Mansfield, Mass.

Donald Coyle, sales development and research director, ABC-TV, father of girl, Sharon Robinson. **Peter Wade,** ABC Radio sales service manager, father of boy.

Park Bigelow, engineer-technician, CBS-TV Hollywood, father of boy, Park.

Eleanor Warick, tv performer, married to **Lou Feldstein,** ABC-TV photo section staff, April 8.

James H. Connolly, vice president in charge of ABC S. F. office, father of girl, April 19.

Tom Lufkin, ABC coordinator at MGM studio, Hollywood, father of girl, Mary Elizabeth, April 19.

Edgar J. Scherick, director of sports and special events, Dancer-Fitzgerald-Sample Inc., N. Y., to CBS-TV New York sales department as sports specialist in charge of all sports program sales.

John Dragomier, formerly promotion manager, WOOD-AM-TV Grand Rapids, Mich., to sales promotion staff of NBC Central Div. **Walter Pfister,** CBS Chicago, to news and special events staff of NBC Central Div.

Louis Ames, associate producer, NBC-TV's *Today* to network's *Home* as feature editor, succeeding **A. C. Spectorsky,** resigned to join *Playboy Magazine* in Chicago. Mr. Ames will be replaced on *Today* by Jack Otter, formerly *Home* commercial coordinator. **Alan Beaumont,** former program manager, WMAQ-WNBQ (TV) Chicago, to NBC-TV's *Home* as director, alternating with **Garth Dietrick.**

Jack McCarthy, billing supervisor in ABC's accounting department, and **Loretta Warren,** ABC order processing department, married May 6, in Brooklyn, N. Y.

Closed-Circuit, Phone Equal Sale

IN A 24-hour period, ABC-TV sold a new series, *The Adventures of Jim Bowie,* to Chesebrough-Ponds Inc., New York, by means of a long-distance closed-circuit tv presentation and a follow-up phone call.

The network reported last week that the new film series was screened April 24 for executives of Chesebrough-Pond's agency, McCann-Erickson, and for company officials. Terrence Clyne, McCann-Erickson vice president, suggested that a *Jim Bowie* presentation be shown via closed-circut to Jerome A. Straka, Chesebrough-Pond's president, who was visiting Florida. In less than two hours on April 25, ABC-TV made arrangements for the closed-circuit presentation, emanating from Mid-Manhattan and picked up by WITV (TV) Ft. Lauderdale.

Participating in the closed circuit telecast from New York were Robert E. Kintner, president of ABC; Slocum Chapin, vice president in charge of ABC-TV sales; Louis Edelman, executive producer of the series; William Breen, McCann-Erickson account supervisor; George Haight, vice president in charge of tv-radio for McCann-Erickson, and Albert Richardson, vice president in charge of advertising for Chesebrough-Ponds. Mr. Kintner described the format of the program and its potential value as a sales vehicle for Chesebrough-Ponds. A pilot film of the series then was transmitted, followed with brief talks by Mr. Edelman and Mr. Haight. Charts outlining the program were telecast and a phone conference held during which Messrs. Richardson, Breen and Kintner replied to questions about the series raised by Mr. Straka.

Before the close of business April 25, the transaction was completed providing for Chesebrough-Ponds sponsorship of the series on ABC-TV (Fridays, 8-8:30 p.m. EDT), starting Sept. 7.

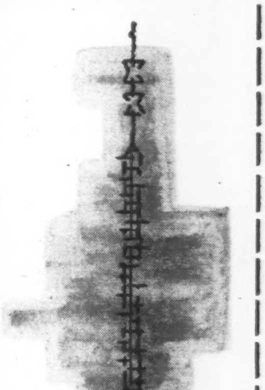
MARCONI WOULD'A HAD IT MADE...

. . . with TOWER'S PACKAGE SERVICE!

Guglielmo Marconi did it the hard way . . . burning the midnight oil, and battling his frustrations alone. Old Marc would have saved himself a lot of lost hair if he'd been able to turn to TOWER for help in getting his "wireless" on the air. But, alas, poor Guglielmo couldn't take advantage of TOWER'S now-famous "Turn-Key" package service in 1897.

Today, it's a different story! TOWER experts design, fabricate and erect the exact tower you need . . . design and fabricate reflectors . . . install all coaxial lines, construct buildings, install equipment . . . build necessary roads and landscape the site, if desired. So, whether yours is for "wireless telegraphy," TV, VHF or UHF (mobile or 'point to point'), microwave, or "forward scatter" take a tip from "curly" Marconi. Call on TOWER. They'll get the whole job done . . . right!

Write for free illustrated booklet



TOWER

tower fabricators and erectors the world over

CONSTRUCTION CO.

Sioux City, Iowa

RCA FIRST QUARTER SALES, EARNINGS SET RECORD, GEN. SARNOFF REPORTS

Prosperity of corporation is keynote at 37th annual stockholders meeting in New York, attended by 1,000. Board of four directors re-elected to a new three-year term.

REPORTS of RCA prosperity, with sales and earnings at a new high for the first quarter of 1956, dominated the firm's 37th annual stockholders meeting held Wednesday in New York.

Among the highlights of the meeting:

- Disclosure by Brig. Gen. David Sarnoff, RCA board chairman, that sales for the first quarter increased $18,543,000, or 7%, for a total of $274,848,000.
- The general's report that RCA's earnings for the period reached a new peak. Net income was $12,727,000, or 85 cents a share, as compared to $12,568,000, or 84 cents a share for the like quarter last year.
- An assemblage of more than 1,000 stockholders in a huge NBC studio at Rockefeller Center, shattering previous attendance records at yearly meetings.
- Stockholder approval of a stock option for purchase of 100,000 shares of RCA common stock, granted Gen. Sarnoff at the time he signed a new 10-year contract to continue his services to RCA to March 1, 1966 [AT DEADLINE, March 12]. The restricted stock option was submitted to the stockholders for approval at his request.
- Re-election of RCA's board of four directors, Gen. Sarnoff, John Hays Hammond Jr., Mrs. Douglas Horton and Harry C. Ingles, to a new three year term.
- Prediction by Gen. Sarnoff that an estimated $11 billion annual volume of the electronics industry will double in 10 years and "by that time, RCA's annual volume of business will, I believe, also be double its present size. This would mean a gross business in excess of $2 billion a year—with increased profits and increased dividends to stockholders."
- Recognition of Gen. Sarnoff's 50th anniversary with RCA and predecessor company by various congratulatory speeches from stockholders and a huge birthday cake presented to the general by RCA President Frank Folsom at the close of the meeting (see photo).
- Statement of policy by Gen. Sarnoff on the company's internal security program prompted by a stockholder who offered a proposal—subsequently tabled—that would have forbidden RCA from hiring or dealing with any person or firm with a background of communist affiliation or association.

BRIG. GEN. David Sarnoff, RCA board chairman, prepares to cut the cake marking his 50th year in radio. The cake was presented to him by RCA President Frank Folsom (r) following the 37th annual stockholders meeting of RCA.

In announcing the first quarter sales-earnings record, Gen. Sarnoff reported that RCA's profits before taxes totaled $25,395,000 for the three month period, an increase of $310,000 over the same quarter last year. Sales and earnings from RCA's foreign business were higher than for any comparable period on record. Gen. Sarnoff added that RCA International Div. is continuing to expand and diversify its distribution and manufacturing facilities around the world.

Gen. Sarnoff reported that unfilled government orders last April 1 totaled $265 million and that government deliveries this year are expected to equal the $229 million of last year.

Gen. Sarnoff also mentioned in his report to stockholders that last year was the best year in history for NBC which chalked up sales of $264 million, an increase of 23% over 1954. He introduced the team of "Pat and Bob"—NBC Board Chairman Sylvester L. (Pat) Weaver Jr. and NBC President Robert W. Sarnoff—crediting them with NBC's growth.

Revealed by Gen. Sarnoff in answer to a question from the floor was RCA's advertising expenditure which he placed at $22.5 million last year, or 26% above the 1954 total.

Recalling that at last year's stockholders meeting he had said RCA's target for 1955 was $1 billion and that the achievement of this goal would be his "happiest birthday present," Gen. Sarnoff referred to the annual report which showed the $1 billion volume exceeded by $55 million, observing, "You already know that this birthday present was delivered on time and in the fullest measure."

Reviewing the future prospects in the electronics industry, Gen. Sarnoff took note of "an extraordinary state of transition and expansion," making reference to the supplementing and replacing of electron tubes by transistors, and challenging of film recording by tape recording.

A stockholder's inquiry on the three areas in which Gen. Sarnoff five years ago had asked his scientists to develop new electronic products as a birthday present (light amplifier, electronic cooling and magnetic tape recording of pictures) was answered by Elmer W. Engstrom, RCA's research and engineering executive vice president. Mr. Engstrom noted that RCA scientists have up to next Sept. 30 to deliver and already have "assured" Gen. Sarnoff of "surprises" at that time.

Gen. Sarnoff also told stockholders of NBC's $12 million color plan. He said the network this fall would provide at least one major color program each evening in addition to spectaculars—"This means that on Saturday, Sunday or Monday, when a spectacular is scheduled, there will be as much as 2½ hours of outstanding performances in color."

The new contract for Gen. Sarnoff was signed last July 1 and extends his services for

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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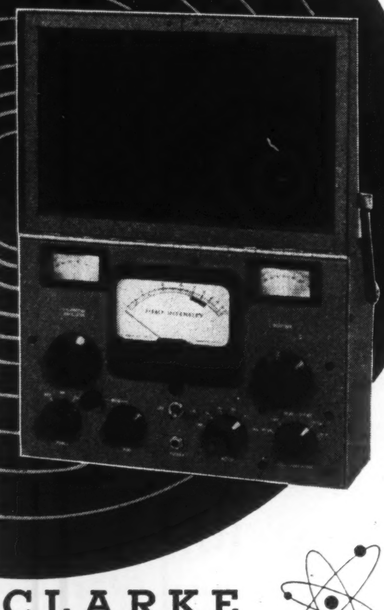

10 years from his normal retirement date, March 1 this year. It provides among other things for 10-year continuation of services at the present rate of $200,000 annual compensation. The stock option approved last week permits him to buy 100,000 common shares at $49.64 per share (95% of the stock's market price at the date of grant and $4.89 more than the closing price last March 1). The option is exercisable in whole or in part on or before June 30, 1965.

A militant stockholder, Mrs. Marie Kenney, offered as "new business" her proposal that in effect would prohibit RCA from hiring or dealing with any person or firm with a background of communist affiliation or association.

Barred from employment under the Kenney resolution would be "any person who is found to have been a member at any time of the Communist Party or of any group, organization or combination of persons" cited as subversive by the U. S. Attorney General, the House Un-American Activities Committee, the California Un-American Activities Committee or the Subversive Activities Control Board, unless the person voluntarily "and credibly" repudiated such membership under oath. Also excluded from employment or association with the company would be any person who refused to answer questions about the purported activities or association in the courts or before legislative or other governmental authorities.

Kenney Resolution 'Ill-advised'

In about an 800-word statement, Gen. Sarnoff opposed the Kenney resolution, the adoption of which he characterized "would be ill-advised." He said its provisions "would not only be unworkable but they would reflect on the anti-communist record of RCA and its subsidiaries."

According to Gen. Sarnoff, adoption in itself would imply RCA has been "derelict" in its responsibilities. He called RCA's security record "outstanding." Adoption of the Kenney resolution, provision of which he variously described as "vague, controversial and inexact," he declared would require the company to refuse to hire and to discharge innocent people, would add unnecessary costs and would raise serious problems of labor relations. Political controversy would develop, Gen. Sarnoff explained, should RCA have to decide what organizations are subversive and what are not. Gen. Sarnoff declared that RCA's existing security program has been "outstanding in American business."

"As a result of this program we know of no subversive activities in any RCA plant or facility and we are continuing to improve our program to insure that no such activity finds root in RCA."

The meeting, which started a little after 11 a.m. and ended near 2 p.m., was the largest on record and featured sporadic but hotly-contested floor fights over such issues as the stock option (although all speakers warmly praised Gen. Sarnoff and his leadership), a proposal to eliminate the so-called stagger system of electing directors for three-year terms and still another to restrict aggregate compensation to any executive officer in any one year to a $200,000 ceiling or not more than 100% of base pay. The anti-stagger system and pay limit proposals were defeated by an overwhelming vote.

Gen. Sarnoff was asked if Adlai E. Stevenson still was being retained by RCA as a consultant. The general neatly disposed of that one by answering that Mr. Stevenson's contract with RCA was not now in effect and anyway, "he is busy in other directions."

The question of Gen. Sarnoff's vitality and

Advertisement

From where I sit
by Joe Marsh

Hap "Snaps" Up Profits

Drove into Hap Thayer's gas station with my grandson, Bobby—and before I knew it, he snapped Bobby's picture.

"It began with everybody telling me what wonderful pictures I took of my own kids," Hap explained. "Then I started taking some of my customers' children when they drove in.

"Soon I noticed a bunch of new folks coming in with their youngsters all slicked up. I take their pictures and tell 'em to pick them up next week—compliments of the management. They usually get more gas, so that I'm way ahead, besides having some fun."

From where I sit, some folks get a kick out of trying all the latest business schemes. Like Hap with his public relations stunt. Others prefer sticking to the old tried and true methods. All depends on your nature, I guess—the same way some of us like a glass of beer at mealtimes . . . while others never have anything but well water. There's a lot to be said for both attitudes . . . they'll each get you your share of mileage on the road to success.

Joe Marsh

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CONSOLIDATED STATEMENT OF INCOME (FOR THE QUARTER ENDED MARCH 31) RCA & DOMESTIC SUBSIDIARIES

	1956	1955
	$	$
PRODUCTS AND SERVICES SOLD	274,848,000	256,305,000
Cost of products and services sold and other operating costs	249,453,000	231,220,000
PROFIT BEFORE FEDERAL TAXES ON INCOME	25,395,000	25,085,000
Federal taxes on income	12,668,000	12,517,000
NET PROFIT FOR THE QUARTER	12,727,000	12,568,000
Preferred dividend	788,000	788,000
BALANCE FOR COMMON STOCK	11,939,000	11,780,000
Earnings per share on common stock	.85	.84

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments

ability—he passed his 65th birthday last February—created an audible stir that concluded with Gen. Sarnoff giving Mrs. Sarnoff the credit for his excellent state of health. Varied comments from stockholders complimented the general for his vitality and ability, which, a stockholder said, leaves executives around him "limp." A stockholder asserted that any price was too cheap for his services should Gen. Sarnoff maintain his health for only two years more. It was pointed out that Gen. Sarnoff's contract provides for his being the chief executive officer for the first five years, and senior executive for the second five years with appropriate duties as directed by the board. At one point during the "health" issue debate, a beaming Gen. Sarnoff quipped, "I can't say it's pleasant to hear one's own obituary."

Stockholders approved appointment of Arthur Young & Co., public accountants, to certify RCA's financial statements for this year.

Gen. Sarnoff, already the recipient of countless awards and citations, received another at the meeting when Benjamin Javits presented him with an award that recognized RCA achievements in the management field. Mr. Javits' presentation was on behalf of the United Shareholders of America. After the meeting concluded, a festive air took over as a three-foot high cake was brought out and stockholders settled back for an RCA-provided box lunch.

Mayer to RCA Victor Color

ROBERT J. MAYER, assistant to the executive vice president, National Retail Dry Goods Assn., will join RCA May 15 as coordinator on RCA Victor Television Div.'s color tv activities in the department store field, it was announced last week. Mr. Mayer, who in his capacity at NRDGA worked with over 7,000 department, chain and specialty stores, also will work closely with broadcasters to promote color tv as a department store retail advertising medium. He has been with the association since the end of World War II.

GE Official to Defense Post

DR. JOHN P. COSTAS, communications research engineer and manager of the communications sub-section, General Electric Co.'s Electronics Lab, Syracuse, N. Y., was named consultant Friday to the Assistant Secretary of Defense for research and development. Dr. Costas, who will advise the secretary on long-range radio communications affecting national defense, will continue his research activities with GE.

New 50 Kw Transmitter Being Offered by GE

GENERAL ELECTRIC Co. was to announce yesterday (Sunday) a simplified 50 kw am radio transmitter (BT-50-A) that uses germanium rectifiers for high voltage supply and utilizes fewer tubes.

GE's Broadcast Equipment Section placed shipment availability of the new transmitters, jointly developed at GE's Electronics Park center at Syracuse, N. Y., and at Canadian General Electric Co., Toronto, as "late this year."

The new unit uses only 13 tubes as compared to the 40 to 45 normally required in transmitters now available. Only five different types of tubes are used, the heaviest weighing but 20 lbs. The transmitter contains less than a third of the number of parts required in present models. The rule of thumb used by transmitter design engineers is about 20 parts for every tube, according to Paul L. Chamberlain, general manager of the Broadcast Equipment Section, who placed total parts at about 260 compared to approximately 800 parts required in present units.

The germanium rectifiers have a life expectancy of more than 10 years. Their use, according to GE, will permit installation in an unheated building and will mean lower operating costs and greater reliability. Fewer tubes will reduce spare-parts inventory for the broadcaster, GE noted. The transmitter occupies about 70 sq. ft. of floor space and with minimum aisle space possible because of the easily serviceable parts, the building to house the unit can be much smaller in size than is common, it was explained. Mr. Chamberlain added that the new transmitter has been designed with remote control in mind.

Dynamics Corp. of America Buys Transmitter Producer

ACQUISITION by Dynamics Corp. of America, New York, of Edico Corp., Mineola, N. Y., developer and producer of "single sideband" radio transmitters, was announced last week by David T. Bonner, DCA president.

The purchase of Edico, which will operate as a wholly-owned subsidiary of Dynamics, gives DCA "a strong position in the rapidly expanding field of single sideband radio, now being developed for the Army, Navy, Air Force and Signal Corps, as well as for Coast Guard, civilian ship-to-shore communications, police, fire, taxi and other mobile radio uses," according to Mr. Bonner. He said sideband transmitters, which broadcast on a band narrower than conventional sets, "will double the number of channels the now over-crowded airwaves can accommodate and will permit immediate operation of 80,000 new commercial channels already requested of the FCC."

Admiral's Siragusa Sees Booming Portable Tv Market

PORTABLE television receivers are the "line" for tv manufacturers this year, Ross D. Siragusa, president of Admiral Corp., declared last week. Mr. Siragusa predicted there would be two million portable tv sets manufactured in 1956, with a total black-and-white output of seven million. Color production will amount to 200,000 this year, he estimated.

Speaking to the Washington (D. C.) Ad Club, the Admiral president foresaw 1957 as the color-significant year for television. In that year, he predicted, manufacturers will produce 500,000 polychrome tv receivers out of a total 10 million production. Admiral is introducing its $500, 21-in. color receivers in June, Mr. Siragusa announced.

There will be 100 million tv sets manufactured in the 1956-65 decade, Mr. Siragusa predicted, which is double the 50 million made in the 1946-55 years.

Mr. Siragusa showed the new $90 Admiral 10-in. portable tv at the meeting. Admiral will produce 5,000 of these 16.5 lb. receivers per day by Aug. 1, the Chicago manufacturer declared.

He also showed a new Admiral portable radio receiver, containing six transistors and printed circuit, selling for $60. It can be powered by six flashlight-type batteries, with an operating life of 700 to 1,000 hours or with a "solar" battery pack, priced at $175.

Admiral spent $100 million on advertising in the 1946-55 decade, Mr. Siragusa revealed, compared to $1.5 billion in sales. In 1956, Admiral will spend $17 million in all media, advertising all Admiral products, he said.

Paramount Pictures Group To Distribute Telcon Cables

AMPLI-VISION Div. of International Telemeter Corp., a subsidiary of Paramount Pictures Corp., Hollywood, has obtained exclusive distribution in the United States of a complete line of coaxial cables manufactured by Telcon, the Telegraph Construction & Maintenance Co. Ltd. of Great Britain, it was announced last week by Louis A. Novins, vice president and general manager of International Telemeter Corp.

Product of one of the world's major manufacturers of cable in the field of communications, the Telcon coaxial cables and accessory fittings are expected to find wide use in an array of communication industries including tv and radio, aircraft, atomic energy research, power companies, radar, mobile communications services, Army, Navy, Air Force and U. S. maritime services, microwave and tv transmitter manufacturers, community tv systems and other fields, Mr. Novins said.

Cable, to be distributed by Ampli-Vision, will carry the trademark Telcon-Ampli-Vision coaxial cable. It is manufactured by patented processes and available with either a bare aluminum sheath or a protective sheath extruded over the aluminum.

Leavey Succeeds Harrison

EDMOND H. LEAVEY, president of International Standard Electric Corp., holding and management subsidiary of International Telephone & Telegraph Corp., New York, and director of numerous other IT&T companies, last week was elected IT&T president, filling the vacancy created by the death of William H. Harrison [B•T, April 30].

Mr. Leavey, a professional soldier until his retirement in 1952 as a major general, joined IT&T as a vice president. The following year he was elected president of Federal Telecommunication Labs, Nutley, N. J., and in 1954, was named to head ISEC.

MANUFACTURING PEOPLE

Richard Hodgson, vice president and general manager, Reconnaissance System Div., Fairchild Camera & Instrument Corp., Long Island, N. Y., named executive vice president of firm, succeeding **John M. Case,** resigned.

C. A. Shera, manager of distribution, Hallicrafters Co., Chicago, resigned to join Allied Precision Industries, Geneva, Ill., as general sales manager.

What is Jersey Standard?

PEOPLE. The more than 300,000 people who own it—merchants . . . teachers . . . farmers . . . bus drivers . . . housewives . . . people who've invested their savings in our growth. They have just received the Annual Report on the 73rd year of our company's business.

What makes Jersey Standard run? People. People in offices and in the labs, in the oil fields and refineries of our affiliated companies. People like all of us . . . who work, play, raise families.

What keeps Jersey Standard and its affiliates in business? All kinds of people — stockholders, employees and customers.

Because of all these people, we had a good year in '55. A year of searching for and finding more oil to provide light and heat, to run cars and trucks, trains and planes, buses and tractors, to make petrochemicals. A year of even greater research leading to more and better products. A year—as our Annual Report shows — of better sales and earnings, of record payments in wages and benefits to employees, of record income generated for governments in the form of taxes — a year, in short, of bigger contributions to the prosperity of the people of the countries where we do business.

If you would like a copy of our 1955 Annual Report to Stockholders, please write to us at: Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY) AND AFFILIATED COMPANIES

PUBLIC INTEREST AWARD WINNERS NAMED

National Safety Council cites three radio, two tv networks, 108 radio stations, 34 tv stations and 34 advertisers for exceptional service to safety.

WINNERS of 1955 Public Interest Awards were announced Thursday by the National Safety Council.

The non-competitive awards, presented annually to all public information media for "exceptional service to safety," were awarded to the CBS and NBC Television and Radio Networks, the Rural Radio Network, 108 radio stations, 34 tv stations and 34 advertisers. All are eligible for the Alfred P. Sloan Radio-Tv Awards for Highway Safety later this year.

In announcing the recipients, Ned H. Dearborn, NSC president, asserted that "the only way to reach people is through public information media, and their wholehearted cooperation has played a vital part in the progress of safety development."

Judges for the radio-tv-advertiser entries were Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana); Fred Garrigus, NARTB manager of organizational services; Norman Damon, vice president, Automotive Safety Foundation, and Robert R. Burton, vice president of Needham, Louis & Brorby Inc.

Radio and combined radio-tv station winners:

CHAB Moose Jaw, Sask.; CHUM Toronto, Ont.; CKSO Sudbury, Ont.

KBIS Bakersfield, Calif.; KBIZ Ottumwa, Iowa; KCLS Flagstaff, Ariz.; KCOW Alliance, Neb.; KDKA Pittsburgh; KDPS Des Moines; KDYL and KTVT (TV) Salt Lake City; KELO-AM-TV and KDLO-TV Sioux Falls, S. D.; KERG Eugene, Ore.; KEX Portland, Ore.; KFAB Omaha; KFH Wichita, Kan.; KFKA Greeley, Colo.; KFRD Rosenberg, Tex.; KHUB Watsonville, Calif.; KIMO Independence, Mo.; KLON Long Beach, Calif.; KLMS Lincoln, Neb.

KMMJ Grand Island, Neb.; KMMO Marshall, Mo.; KOIN Portland; KOMO-AM-TV Seattle; KONO San Antonio; KOTA Rapid City, S. D.; KOY Phoenix; KPOJ Portland; KQV Pittsburgh; KRNT Des Moines; KSLU Canton, N. Y.; KUBA Yuba City, Calif.; KWBY Colorado Springs; KWIE Kennewick, Wash.; KXOK St. Louis; KYA San Francisco; KYNO Fresno, Calif.

WAMS Wilmington; WASA Havre de Grace, Md.; WAVZ New Haven; WBAL-AM-TV Baltimore; WBGU Bowling Green, Ohio; WBOE Cleveland; WBOW Terre Haute, Ind.; WBSM New Bedford, Mass.; WBUD Trenton; WBZ-WBZA Boston-Springfield, Mass.; WCCC Hartford; WDAY Fargo, N. D.; WDBO Orlando, Fla.; WDOV Dover, Del.; WDSU-AM-TV New Orleans; WDVA Danville, Va.; WEBC Duluth; WERE Cleveland; WESB Bradford, Pa.; WFLO Farmville, Va.; WGAR Cleveland.

WGBS Miami; WHAM Rochester; WHDH Boston; WHEC Rochester; WHBC Canton, Ohio; WIBC Indianapolis; WING Dayton; WINX Rockville, Md.; WISN Milwaukee; WITH Baltimore; WJAG Norfolk, Neb.; WKAT Miami Beach; WKJG-AM-TV Fort Wayne, Ind.; WKMI Kalamazoo, Mich.; WKY Oklahoma City; WKZO-AM-TV Kalamazoo; WLW Cincinnati; WMEX Boston.

WMIX Mt. Vernon. Ill.; WMRN Marion, Ohio; WMSC Columbia, S. C.; WNAX Yankton, S. D.; WNEW New York; WNOE New Orleans; WOAI-AM-TV San Antonio; WOWL Florence, Ala.; WOWO Fort Wayne, Ind.; WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence; WPTR Albany; WQAM Miami; WQXI Atlanta; WRFD Columbus, Ohio; WROW Albany; WRUN Utica, N. Y.; WRVA Richmond.

WSAM Saginaw, Mich.; WSAY Rochester, N. Y.; WSGW Saginaw, Mich.; WSMB New Orleans; WSVS Crewe, Va.; WSYR-AM-TV Syracuse, N. Y.; WTIC Hartford; WTTM Trenton; WVCG Coral Gables, Fla.; WWDC Washington; WWJ Detroit; WWL New Orleans.

Television stations:

CKSO-TV Sudbury, Ont.; KCSJ-TV Pueblo, Colo.; KOTV (TV) Tulsa; KTRK-TV Houston; KVTV (TV) Sioux City; WAAM (TV) Baltimore; WCIA (TV) Champaign, Ill.; WCPO-TV Cincinnati; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WGAL-TV Lancaster, Pa.; WGTH-TV Hartford; WHAM-TV Rochester; WICU (TV) Erie, Pa.; WKNB-TV New Britain, Conn.; WKY-TV Oklahoma City.

WLVA-TV Lynchburg, Va.; WLWC (TV) Columbus, Ohio; WLWT (TV) Cincinnati; WPRO-TV Providence; WREX-TV Rockford, Ill.; WSB-TV Atlanta; WTVJ (TV) Miami; WTVN-TV Columbus; WWJ-TV Detroit.

Advertisers:

Abbotts Dairies Inc. Ice Cream Div., Elkton, Md.; American Oil Co., New York; Auto Specialties Manufacturing Co., St. Joseph, Mich.; Brown Buick Co., San Francisco; Caterpillar Tractor Co., Peoria; Chevrolet Motor Div., General Motors Corp., Detroit; Chicago Motor Club, Chicago; Consolidated Edison Co. of New York, New York; Continental Motors Corp., Muskegon, Mich.; DeSoto-Plymouth Dealers of America, Detroit; Dodge Div., Chrysler Corp., Detroit; E. I. duPont de Nemours & Co., Wilmington; Esso Standard Oil Co., New York; Ethyl Corp., New York.

Ferguson-Steere Motor Co., Dallas; Frankenmuth Div., International Breweries Inc., Detroit; General Motors Acceptance Corp., New York; Humble Oil & Refining Co., Houston; Imperial Oil Ltd., Toronto, Ont.; Jewel Food Stores, Melrose Park, Ill.; Juvenile Shoe Corp. of America, Aurora, Mo.; Meridian Mutual Insurance Co., Indianapolis; Metropolitan Life Insurance Co., New York; MFA Mutual Insurance Co., Columbia, Mo.

Montgomery-Stubbs Motors Inc., Silver Spring, Md.; Orlando Automobile & Truck Dealers Assn., Orlando, Fla.; Pan-American Coffee Bureau, New York; Plymouth Dealers Assn. of Greater Detroit, Detroit; R. J. Reynolds Tobacco Co., Winston-Salem; Rose & Kiernan Inc., Albany, N. Y.; Schafer's Bakeries, Detroit; Sears Roebuck & Co., Bakersfield, Calif.; Standard Oil Co. (Ind.), Chicago; Wm. Wrigley Jr. Co., Chicago.

Other winners included 32 daily and 10 weekly newspapers, 14 general circulation and 38 specialized magazines, 18 outdoor and two transportation advertising companies and two transit systems.

AFA Plaque to Sarnoff

ROBERT W. SARNOFF, NBC president, was awarded a plaque for distinguished service to advertising at a ceremony in New York last Thursday. Presentation was made by Elon G. Borton, president and general manager of The Advertising Federation of America. The award recognized Mr. Sarnoff's contributions as general chairman of AFA's promotion of national advertising week earlier this year.

ROBERT W. SARNOFF (l), NBC president, presents a bound book of congratulatory letters to Lawrence E. Spivak, producer of NBC's *Meet the Press,* at the program's 10th anniversary dinner in Washington, April 28. More than 500 leading figures in national and international affairs gathered to pay tribute to the program and Mr. Spivak.

CBS-TV Wins 3 Top Honors In AFA's 16 Mm Awards

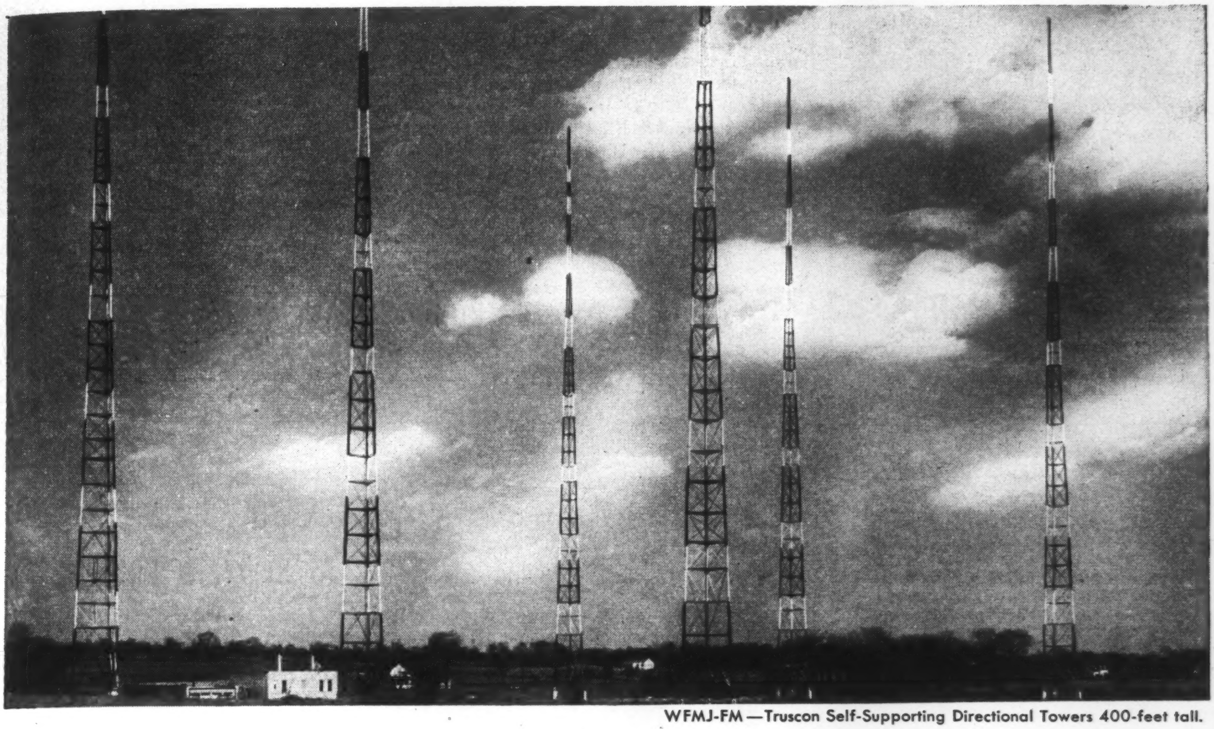
CBS-TV emerged with three of the American Film Assembly's 22 Golden Reel 16mm film awards for outstanding 1955 productions at AFA's awards banquet in Chicago April 26. The network captured two for films used on its *Adventure* series and another for *You Are There*--documentaries now available on 16mm film.

The awards are given each spring by the Film Council of America, sponsor of the assembly-festival, for outstanding non-theatrical documentary motion pictures, and correspond to Hollywood's "Oscars" in the 16mm field. Silver Reel awards also were presented, along with six golden plaques to top soundslide films and 12 silver plaques to runnersup in that category. Awards highlighted the third annual assembly-convention held at the Morrison Hotel.

CBS-TV was honored with Golden Reels for "The Way of the Navaho" and "The Family of Man" on its *Adventure* series, in respective categories of human relations and international understanding, and with both Golden and Silver Reel awards for "The Emancipation Proclamation" on its *You Are There,* distributed to junior and senior high school classrooms. Young America Films Inc. was distributor in all cases. The network also won a Silver Reel encomium for an industrial processes film on automatic research machines televised originally on *The Search.*

Other Golden Reel winners were these film firms active in tv: Wilding Picture Productions, Telefilm Productions, MPO Productions and Parthenon Pictures. U. of Mississippi's tv-film-radio department received Golden Reel recognition for a film on color lithography.

Silver Reel winners included the National Council of Churches in Christ's Broadcasting & Film Commission, as distributor for two religion-and-ethics films, with Film Productions International and Paul F. Heard Pictures Corp. as individual producers; Wilding Picture Productions and Jam Handy Organization as pro-



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TEAM UP WITH TRUSCON for all types of towers . . .

Our staff of highly skilled engineers can offer you unmatched experience in tower design and construction.

They're responsible for many hundreds of towers that today are standing tall and strong in all parts of the world . . . on all types of topography . . . many in areas where extreme winds and weather conditions prevail. On the East Coast, for example, where hurricanes caused considerable destruction, *every Truscon Tower remained proudly erect, with no damage reported* . . . a tribute to Truscon's technical "know-how" and craftsmanship.

Add to this Truscon's modern and efficient manufacturing facilities, and you have a team that can produce exactly the tower you need . . . whether it be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV or Microwave Transmission.

To get your tower program started, just write or call your nearest Truscon® district office or "tower headquarters" in Youngstown. Our experts will be glad to discuss your problems or help in any way they can.

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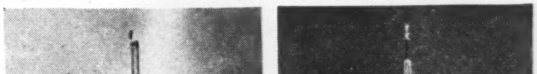
A NAME YOU CAN BUILD ON

(Left) WBBW—Truscon Self-Supporting Tower 150-feet tall.
(Right) KTBS-TV—Truscon Triangular Guyed Tower—1153-feet over-all.



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"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

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Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

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ducers of safety films for oil and automotive companies, respectively; Graphic Films Corp., as producer of a science (smog) film; and John Sutherland Productions and Jam Handy, as producers of industrial sales and promotion films.

Broadcasting & Film Commission also won out in soundslide film competition with "A Matter of Fact" (Golden Reel), while silver plaque winners included Paragon Pictures Inc., Atlas Film Corp. (of Oak Park, Ill.), Graphic Films Corp. and Radio & Film Commission of the Methodist Church, Nashville, Tenn.

SDX Annual Awards Banquet To Feature V. M. Newton Jr.

V. M. NEWTON JR., *Tampa* (Fla.) *Morning Tribune* and chairman of Sigma Delta Chi's National Freedom of Information Committee, will be the featured speaker at SDX's annual awards banquet in Chicago May 15.

Distinguished service-in-journalism medallions and plaques will be presented to 16 individuals and organizations who emerged victorious in the national professional journalism fraternity's 24th annual awards competition [B•T, April 23].

Mr. Newton, president of the AP managing editors, will address the banquet at the Sheraton Hotel. Presentations will be made by Sol Taishoff, editor-publisher of B•T, with Spencer Allen, news director of WGN-AM-TV Chicago, assisting. Mr. Taishoff is first vice president of Sigma Delta Chi.

Reservations are being accepted for the banquet by SDX national headquarters at 35 E. Wacker Dr., Chicago 1, Ill. James R. Brooks, public relations manager, Ekco Products Co. and SDX Chicago chapter president, is chairman of the awards banquet committee.

SDX fellows, which the fraternity selected at its 46th annual convention in Chicago last fall, will receive official recognition as outstanding journalists. Walter Humphrey, *Fort Worth Press,* and Harold L. Cross, author, teacher and legal counsel, will receive keys and plaques.

Public service awards for coverage of delinquency and tornados will be accepted for WMAQ Chicago by Jules Herbuveaux, NBC vice president and general manager of WMAQ and WNBQ (TV), and by Mark H. Adams, president of KAKE-TV Wichita, Kan., for that station, respectively.

U. of Mo. to Honor Kander, Kirchhofer, 'L. A. Times'

ALLEN KANDER, founder and president of the newspaper-radio-tv brokerage firm bearing his name, Alfred H. Kirchhofer, editor of the *Buffalo* (N. Y.) *Evening News* (president of WBEN-AM-FM-TV Buffalo) [B•T, April 23], and the *Los Angeles Times* (KTTV [TV]) are among those to be presented 1956 Missouri Honor Awards for Distinguished Service in Journalism. The awards will be presented Friday during the 47th annual Journalism Week at the U. of Missouri, Columbia.

Austin Wins Contest

FRANCES AUSTIN, timebuyer in the J. Walter Thompson agency San Francisco office, was named the winner of the National Timebuyers' Contest conducted by KONA (TV) Honolulu, T. H. Miss Austin's prize is a round-trip for two to Hawaii. Second place winner was Bob Wesson, timebuyer for Miller, Mackay, Hoeck & Hartung, Seattle, Wash.

Best First-Half Response, BMI Reports on Clinics

A BETTER ATTENDANCE for the first half of Broadcast Music Inc.'s program clinics this year than in previous years was reported last week by Glenn Dolberg, BMI vice president in charge of station relations. Mr. Dolberg also said that about 30% of the attendance was made up of broadcast people comparatively new to radio and attending the clinics for the first time. The BMI clinics have been held for the past six years.

The second half of the program clinic series starts today (Monday) in two cities, Des Moines, Iowa, and Trenton, N. J. The 21 clinics will run through June 15, when the final session will be held at Estes Park, Colo. The two clinic series were split by the NARTB convention period. In this series, 21 speakers are divided into three traveling teams and are augmented by 42 other speakers from within the state the respective clinics are programmed. An average of six speakers will attend each of the clinics.

Jo Stafford Signs Contract

WHAT is claimed to be one of the "costliest contracts" in recording history has been entered into by Jo Stafford and Columbia Records. The company signed Miss Stafford for a new five-year recording contract which expires May 1961. James B. Conkling, president of Columbia Records, reported the contract entailed an expenditure of $500,000 during the five-year period. Miss Stafford has sold more than 33 million records for Columbia and receives recording royalties from foreign countries equal to that of her recording earnings in the U. S.

UP Revamps Radio News

IN A MOVE designed to meet the demand for increased "local-level" news coverage and the complexities growing out of Daylight Saving vs. Standard Time areas, United Press last week reported its 24-hour radio news service has been "revamped" to deliver service simultaneously in five time zones.

According to John J. Madigan, radio news manager, the new "fast schedule" will deliver up-to-the-minute news round-ups suitable for immediate broadcast in the various time zones, and will be accompanied by "simple" editing instructions enabling newsroom editors to convert any round-up into its proper time element so far as locality is concerned.

CONALERT
MONITORS
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- 5 Channels
- Low Cost
- Meets FCC Requirements
- FCDA Approved

Effective as of Jan. 2nd, 1957–

MANDATORY FOR OPERATORS OF ALL RADIO TRANSMITTERS!

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For complete information write:

ENGINEERING CORP.

2980 Middlefield Road
Palo Alto, California

Memories of 1940

IN HIS first public appearance following his election as ASCAP president, Paul Cunningham last Tuesday launched the annual ASCAP luncheon at Washington's National Press Club with a remark that revealed his knowledge of the Society's history. Pointing to Attorney General Herbert Brownell, Mr. Cunningham expressed the hope he would like the entertainment, because "you can never tell what will happen at the Dept. of Justice."

RCA Thesaurus Signs Nine

SIX U. S. and three foreign radio stations have subscribed to RCA Thesaurus, the transcription library service reported last week. They are WADK Newport, R. I.; KULP El Compo, Tex.; KFAD Fairfax, Iowa; WCNX Middletown, Conn.; WAKU Latrobe, Pa.; WDDT Greenville, Miss.; BBC Georgetown, British Guiana; ZBM Pembroke, Bermuda, and CKOM Saskatoon, Sask.

PROGRAM SERVICE PEOPLE

Robert Foster, Audio-Video Recording Co., N. Y., appointed sales manager.

Lew Prawde, photographer, *Tenth Inning* show on WTTG (TV) Washington, to Capitol Transcription Service, Washington.

John J. Maloy, former United Press night manager in Albany, N. Y., to manager, UP Radio News Bureau, Concord, N. H., succeeding **Robert J. LeDonne,** resigned to join NBC Press Relations, N. Y. **Jack C. Vandenberg,** formerly with news staff of Port Huron, Mich., *Times-Herald* and its radio station, WTTH, to manager, Lansing, Mich., bureau, UP, replacing **Clair M. Hekhuis,** resigned to join Michigan Economic Development Commission.

Frank Goodman, formerly stage and tv press representative, appointed public relations representative for Max Liebman Productions, N. Y., succeeding **David W. Tebet,** now NBC-TV general programming executive.

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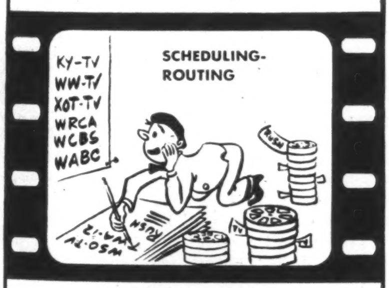
KY-TV
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TV Film Service
630 Ninth Ave. • JU. 6-1030
New York Chicago Los Angeles

TV'S RAPID GROWTH CITED BY UNESCO

UN organization estimates there are 41 million tv sets over the world, with radio feeling the impact but holding its own at 250 million sets.

MORE people in the world today listen to, read about and see news happen than ever before, due to advances made in broadcasting electronics. So says the Dept. of Mass Communications, United Nations Educational, Scientific and Cultural Organization (UNESCO), which last week released the 1956 edition of its world communications survey—a report on radio, television, press and film facilities in use.

The "phenomenal spread" of television, says UNESCO, has prevented its statistics from being up-to-date. It expands so fast that "general data can only give an approximate picture of a changing situation." According to the survey, there are over 41 million tv sets in use today, with the heaviest concentration found on the North American continent, followed by Europe and South America. Africa, Asia and Oceania (the Pacific Island area, including Australia and New Zealand) are "relatively untouched" by tv. Yet, UNESCO adds, all indications point to television's encroachment on radio (time spent with the set) "with the impact of educational tv only beginning to be felt." Most noteworthy world advances during the past two years, according to the report, were Eurovision, the European tv exchange system that "has had significant results in tv growth and that has aroused widespread public interest"; television film, kinescopes and stratovision.

Despite tv's rapid strides forward, radio has held its own, UNESCO reports, and has, as a matter of fact, reached the all-time high of close to 250 million sets. In Canada alone, radio has doubled since 1951 to the point where today over 96% of Canadian households maintain one or two am sets. Fm radio has had an excellent growth record, as well. In Europe, a 10% fm set rise was noted within a 6-month period. In Asia, where most facilities are government controlled, there has been a marked increase in set use. Given special emphasis in the survey is radio's growth within the U. S. S. R. and the Soviet bloc of nations (satellites), where it was noted, radio has jumped by leaps and bounds, principally due to the communists' efforts to set up wide and deep "wired redistribution areas." By establishing community listening centers in schools, factories and social clubs, the Soviets have fashioned a highly penetrating propaganda tool.

By continent, the breakdown of radio-tv sets is as follows, based on latest available information, in some cases dated some years back:

- Africa (including surrounding islands): 2.1 million radios, 3,900 tv sets—the only tv transmitter being in Casablanca, Morocco.
- North America (including Canada, Central America and the Caribbean): 125.5 million radios, 36.4 million tv sets.
- South America: 7.9 million radios, 200,400 tv sets.
- Asia (including both Near and Far East): 16 million radios, 36,500 tv sets.
- Europe (not counting the U. S. S. R.): 67.7 million radios, 4.5 million tv sets.
- Oceania (including Australia, New Zealand and Pacific islands): 2.5 million radios, 62,000 tv sets.
- Soviet Union (a separate category): 20 million radios, 700,000 tv sets.

KTBC-TV
CHANNEL 7 AUSTIN

Delivers this rich
Central Texas market . . .

CORYELL
McGregor
FALLS
LAMPASAS
Copperas Cove
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Belton
BELL
Holland
BURNET
MILAM
Hearne
LLANO
Llano
Burnet
Cameron
WILLIAMSON
Georgetown
Rockdale
Kingsland
Marble Falls
Taylor
BURLESON
Caldwell
GILLESPIE
Willow City
BLANCO
Johnson City
TRAVIS
LEE
Somerville
Austin
Fredericksburg
BASTROP
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WASHINGTON
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Blanco
HAYS
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KENDALL
San Marcos
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FAYETTE
AUSTIN
La Grange
COMAL
CALDWELL
Boerne
New Braunfels
Schulenburg
Bandera
Luling
Waelder
Weimar
GUADALUPE
COLORADO
Randolph Field
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BEXAR
Gonzales
LAVACA
San Antonio
GONZALES
Hallettsville
WILSON
Smiley
Yoakum
Stockdale
Westhoff
DE WITT

316 KW
MAXIMUM

which has over
$760,000,000
EFFECTIVE BUYING INCOME*
Whole or partial coverage
*Sales Management, 1955
WITH
156,261 TV HOMES*
*March, 1956
KTBC-TV
CHANNEL 7 • CBS • ABC • NBC
Nat'l. Rep: Paul H. Raymer Co., Inc.

the station
that made
ROANOKE

VIRGINIA'S
NO. 1
TV MARKET

70.2%
station share
of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.

NBC

Represented Nationally—Avery-Knodel, Inc.

CANADIANS MAY GET $32.50 TAX ON SETS

Brief presented by Canadian Broadcasting Corp. at hearings in Ottawa shows income of $80 million would be derived to expand coverage, improve system, and eliminate government subsidy.

CANADIANS may have to pay an annual tax of $32.50 per home for national radio and television service, according to estimates contained in a Canadian Broadcasting Corp. brief presented at the Royal Commission on Broadcasting hearing at Ottawa on April 30.

The brief stated that "presumably it can be held that when radio coverage is as wide as it is at present, all Canadians are able to derive advantage from it and therefore it is not unjust if contributions to broadcasting be taken from their general tax payments."

(Currently CBC revenue comes from commercial programs, a 15% excise tax on the factory price of tv and radio receivers, transmitter license fees from independently-owned stations, and an annual government subsidy. The estimated need currently is $30 million a year. Under the $32.50 tax hinted by CBC, income would be close to $80 million a year.)

CBS Chmn. A. D. Dunton stated that radio and tv broadcasting were inevitably linked with Canada's development as a nation and that CBC could not carry out its trust without the power to co-ordinate private stations. The 30,000 word brief stressed the importance of independent stations as an integral part of the Canadian setup. Service without privately-owned stations would increase the cost of the national service considerably.

"For about an extra $1 or $2 per television home per year the CBC could probably operate stations matching all present coverage, provided all carried a good deal of commercial business," the brief pointed out, and plainly hinted that only a return to license fee financing would enable the CBC to plan a sensible development. The 1951 Massey Commission had recommended an annual tv fee of $15. This is approximately what CBC figures as the cost of its present service to tv homes, operating its own stations, and supplying programs to its own and independently-owned stations. Costs of various improvements in service, including a cost per home of $3.50 for color tv, would add another $16.50 to the annual cost of tv service per tv home. To this must be added $1 for national radio service per radio home, according to estimates in the brief, bringing the total to $32.50 per year.

While CBC did not suggest an annual fee of this amount, CBC unofficially let it be known that such a fee would arouse a storm of public criticism, political dynamite for the government. On the other hand, the brief stated, CBC did not want annual public grants because then the government would become responsible for how the money was spent, and would have partial control over programs. The brief stated that "there obviously should be no such possibility provided for partisan influence or pressure, if it is desired to maintain the principle of safeguarding broadcasting from political control."

The CBC brief did not state specifically that it should continue to control broadcasting as it does at present, but explained the monopolistic character of broadcasting is an element calling for regulation. "Since the channels belong to the public, measures have to be taken to see that they are used in the public interest," CBC said.

It felt that if private tv stations were to be established in cities where CBC now has the only stations, then CBC should be able to establish stations in cities now served only by private broadcasters. Difficulties in allowing a second station in Canadian cities include additional operating costs for CBC in providing alternate national programs, a drop of advertising revenue by international advertisers from CBC tv stations on the national network, and the tendency to increase the amount of broadcasting offered to people in big cities and reduce CBC programs for other areas. It would cost $2 to $3 a year more per tv home if second stations, privately-owned, were permitted in Canadian cities where only CBC has stations. These are the major cities of Montreal, Ottawa, Toronto, Halifax, Vancouver and Winnipeg.

CBC conceded that people in any particular area would like to have two programs to choose from. But if CBC had to provide Canadian programs for such stations it would cost another $5 a year per tv household.

If CBC operated tv without commercials, the brief estimated the cost would be double the present estimated cost of $15.

CBC wants to broaden tv coverage from the present 80% of the population to include another 13% of the population. It was estimated this would cost another $1.50 per tv household.

CBC also felt that its national radio coverage should be expanded to the far north and plans beam-transmitters at Vancouver and Winnipeg at a cost of $2.5 million.

Vancouver, B. C., May Have First Pay Tv in N. America

VANCOUVER, B. C., on Canada's west coast, will be the first city in North America to have metered television, if present plans of Famous Players Canadian Corp., Toronto, are finalized. J. J. Fitzgibbons, company president, has been in Vancouver arranging for a studio location from which feature length movies will be transmitted on a closed circuit by direct wire into Vancouver homes. Plans are to have the system in operation by next spring.

Vancouver, a city of almost 400,000 people, has been picked as the site for the Canadian firm's experiment because it is considered the toughest marketing city on the continent, and eight small neighborhood theatres have closed there in the past year. Famous Players Canadian Corp. is not putting all its tv eggs in the pay-as-you-see experiment, however. It has a 50% interest in CKCO-TV Kitchener, Ont., and CFCM-TV Quebec City, Que.

HERE'S THE TRIO THAT WILL REVIEW CANADA'S RADIO-TV

A TRIO of Canadians, whose only contact with radio and television to date has been as viewers, will, in the next few months, listen to hundreds of organizations and individuals as to how radio and television should be financed and programmed in Canada.

The Royal Commission of Broadcasting began its sittings at Ottawa April 30 and before making its recommendations late this year to the Canadian government, will have travelled from one end of Canada to the other to hear in public and in private how Canadians want to have their radio and television operated and what types of programs they want to hear.

Heading the commission is Robert MacLaren Fowler, president of the Canadian Pulp & Paper Assn., Montreal. Because of his chairmanship of the commission, it has already been named the Fowler Commission among Canadians. The other two members are Edmond Turcotte, Canadian ambassador to Colombia, and James Stewart, president of the Canadian Bank of Commerce.

The commission was appointed to solve the increasing financial problems of the government-operated service in radio and television. In addition, the three commissioners will make recommendations on the licensing of second and third television stations in the present one-station-to-one-city policy of the government, recommend changes in licensing regulations for independent radio and television stations and study and make recommendations on program content for both government and independent radio and tv stations.

Annual WAB Meeting in June

ANNUAL MEETING of the Western Assn. of Broadcasters will be held at the Banff Springs Hotel, Banff, Alta., June 10-12. In addition to business sessions, a golf tournament on the Banff course will be held the afternoon of the last day. Vern Dallin, manager of CFQC Saskatoon, Sask., will preside at the meetings as WAB president.

WCKY'S LARGE AUDIENCE AND LOW RATES GIVE YOU THE LOWEST COST PER THOUSAND IN CINCINNATI

The L.B. WILSON STATION

WCKY

CINCINNATI . . . OHIO . .

FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

Canadian Advertisers Assn. Names McIntosh President

REGINALD R. McINTOSH, 45, vice president of General Foods Ltd., Toronto, Ont., was elected president of the Assn. of Canadian Advertisers at its annual convention at the Royal York Hotel, Toronto, on April 30. He succeeds M. M. Schneckenburger, vice president, House of Seagram Ltd., Montreal. Other officers elected were R. E. Sewell, Coca-Cola Ltd., as executive vice president; H. E. Whitehead, Kimberly-Clark Products Ltd., Toronto, as vice president and treasurer, and as vice presidents T. M. Atkinson, Du Pont Co. of Canada Ltd., Montreal; G. C. Clarke, Standard Brands Ltd., Montreal, and J. J. McGill, Imperial Tobacco Co. of Canada, Ltd., Montreal. Frank A. Healy was re-appointed general manager and secretary, with headquarters at Toronto.

MR. McINTOSH

G. Warren Brown, chairman, Cockfield, Brown & Co. Ltd., Toronto, was awarded the ACA gold medal for his efforts to increase the stature of the advertising agency in Canada.

Scherwin Head Decries British Tv Ad 'Waste'

TOO MUCH concern about the number of people reached by a tv commercial and too little about the impression it makes on its viewers has resulted in a staggering waste for British tv advertisers, according to Eric Boden, managing director, Schwerin Research Co. Ltd. He has proposed an industry-wide conference to deal with the "crisis" in tv rates, which he attributes to a false conception of television circulation.

Failing to sell all of their available announcement time, the English program contractors who provide the program material for that country's commercial tv stations have made various rate and as vice presidents, T. M. Atkinson, Du Pont revisions, including an offer to present clients one free spot for each one purchased to a guaranteed circulation plan, with cash rebates for advertisers whose tv messages do not reach the minimum number of homes guaranteed by the programmer. This situation, which Mr. Bolden called "crisis," has been otherwise described as a "readjustment."

"Even after six months' experience [with commercial television], it's amazing how many British firms are still basing their television programs on press style advertising," Mr. Boden said. "The excessive use of puns is typical of this.

"We have unmistakable evidence that British viewers don't resent straight commerce as such; what they do seem to resent is a commercial approach which tries to deceive them by 'gimmicks.' And we have discovered fresh evidence that there may be a 'satiation point' in certain advertising campaigns. It seems to apply mainly to brand leaders who rely on generalized utterances which short-circuit consumer interest."

Robbie Robinson

"Everybody likes what KRIZ Phoenix has for sale—but Mommie says she feels better without it!"

Third Commercial Tv Station Begins Operation in Britain

BRITAIN'S third commercial tv station, serving the northern part of England with a transmitter at Winter Hill, near Manchester, began program service last Thursday. The station is programmed weekdays by Granada Tv and weekends by Associated Broadcasting Co. Top rate for the new station is 690 pounds ($1,932) for a 60-second spot between 7:25 and 9:30 p.m. weekday evenings (Friday, 7:25-10:05 p.m.). The rate for Sunday evening, 8-10 p.m., is 600 pounds ($1,680); for Saturday, 8:15-10 p.m., it is 500 pounds ($1,400).

British Commercial Tv Gains Cited in Six-Month Report

AFTER only six months of operation, British commercial television has made clear that it is a medium to be reckoned with in competition for the advertiser's pound. Of the total sum spent on advertising in Great Britain during the six months of commercial tv's existence there, 3% went into commercial tv, according to Sir Robert Fraser, head of the Independent Tv Authority. This percentage, Sir Robert said, compares favorably with U. S. results where tv, after three birthdays, earned only 2% of the total advertising dollar.

Figures released (five-month) show that between the inauguration of commercial tv in Britain (Sept. 22, 1955) and Feb. 19, 1956, a total of 91 advertisers spent £2,250,000 ($6.3 million) for tv sponsorship. Leading tv advertiser was Unilever, which invested £372,753, or $1,043,708. Unilever was followed by Lyons, Beechams, Shell, Cadbury, Hedley, *Daily Mail,* Guinness and Gillette.

INTERNATIONAL PEOPLE

David B. Rogers, editor of *Regina Leader-Post,* Regina, Sask. (CKCK-AM-TV Regina), elected president of Canadian Press, also becoming president of Broadcast News Ltd., subsidiary of CP. He succeeds **R. J. Rankin,** CHNS Halifax, N. S., and *Halifax Chronicle-Herald.* **K. R. Thomson,** president of CKGB Timmins, Ont., and *Kirkland Lake Northern News,* Kirkland Lake, Ont., elected director of CP, with **W. A. MacDonald,** *Edmonton Journal,* Edmonton, Alta. (CJCA Edmonton).

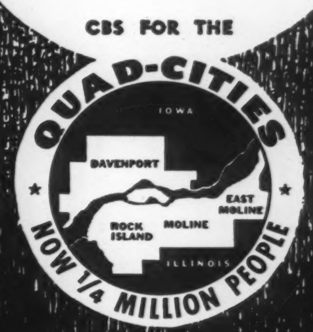
John T. Ross, general manager, Robert Lawrence Productions (Canada) Ltd., Toronto, subsidiary of Robert Lawrence Productions Inc., N. Y., producer of television commercials and other tv films, elected vice president of firm.

Henry E. Karpus, with E. W. Reynolds Ltd., Toronto, Ont., since 1950, to vice president in charge of radio and television.

Survey-Conscious?

February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.

CBS FOR THE



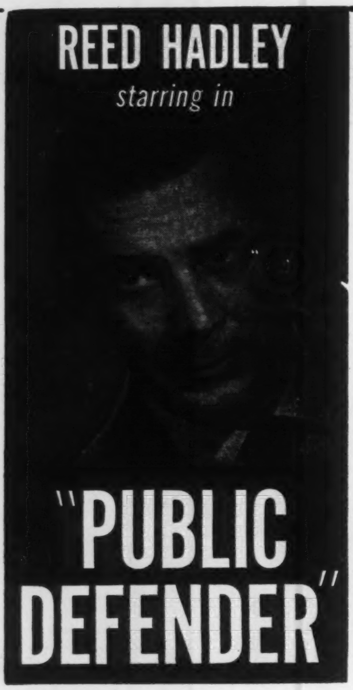
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY KNODEL

WGR-TV
CHANNEL
2
BUFFALO

Voted BUFFALO'S FAVORITES— Time After Time

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.



He's a rugged, no hold-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.

69 HALF HOURS
First run in many markets!
Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

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MUrray Hill 8-2545

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1250 S. Wabash
WAbash 2-7937

HOLLYWOOD
4376 Sunset Drive
NOrmandy 2-9181

KLIF CHANGES GUARD HOURLY

A DOZEN disc jockeys in as many hours feature the new program schedule of KLIF Dallas, Tex. With its list of personalities for each hour between 6 a.m. and 6 p.m., the station claims to be the only station in the country with a different disc jockey on every hour of the day.

'SOUNDS' IDEA ON WMAL

WMAL Washington is airing a new Monday through Friday news-format series which is based on the recently discontinued ABC Radio *New Sounds for You.* The 7:30-8 p.m. series, *Events of the Day,* highlights a local news and feature summary (with an accent on on-the-spot interviews), stock market reports and weather.

The market reports are picked up from the network and are sponsored nationally by the Wall Street firm of Harris-Upham. Part of the remainder of the show has been sold to the local Carrier air-conditioner distributor.

'WWW' GIVES GUARDED RELEASE

NBC-TV's *Wide Wide World,* which is not reticient when it comes to telling U. S. televiewers where it's been, where it's going and how, last week invaded the "hush-hush" military world, revealing plans to stage a mock version of modern warfare next Sunday.

In conjunction with armed forces week, the *WWW* program this week will be "told explosively," according to an NBC spokesman. It will show detonations of simulated A-bombs at the U. S. Army's Fort Benning, Ga., and the U. S. Marine Corps' Quantico, Va., barracks; the shooting down of a B-17 drone by a squadron of fighters over "an undisclosed spot" somewhere in the U. S.; the firing—again "somewhere, etc."—of such guided missiles as the Nike, Honest John, Corporal, Matador and Terrier; an underwater trip in the Navy's new —and fastest—supersub, the *USS Albacore,* and just about every other phase of warfare that can be simulated without loss of life.

To keep things "orderly," military brass, including Gen. Maxwell D. Taylor, Gen. Nathan Twining, Adm. D. B. Duncan and Gen. Randolph Pate will be on hand. Commented NBC: "No further details on the operations can be released for security reasons."

TNT 100TH CLOSED-CIRCUIT

IN what is claimed to be the first use in closed-circuit tv history of transmission of both audio and video from a moving mobile tv unit, Theatre Network Television will "cover" the dedication May 16 of a new General Motors Corp. Technical Center to more than 18,000 GM officials, civic and industrial leaders. Originating from the new 330-acre, 26-building center at Warren, Mich., the telecast will feature a guided tour of the installation conducted by such executives as President Harlow H. Curtice, Research Vice President Dr. L. R. Hafstad and consultant Charles F. Kettering.

Marking the 100th closed-circuit telecast in TNT history—the third in GM's—the program follows TNT's coverage of the GM 50 millionth car celebration from Flint and the first transcontinental GM dealer-executive conference.

WOR HEARD IN EXTREME

A NEW Pulse study measuring the comparative outer-area strength by New York City radio stations has been released by Robert J. Leder, general manager of WOR New York, which ordered the study. According to Mr. Leder, the study shows that WOR delivers "the deepest outer-area penetration of any New York station; reaches 65% more outer-area families than the next station, and 387% greater audience than the fifth-ranking station." The study was conducted in 42 counties in eight states.

'Hammy' Show

HOGS had their day during a recent contest on WMT-TV Cedar Rapids, Iowa. Viewers were asked to judge the "hams," shown on WMT-TV's *Tv Almanac* over a period of three Saturdays. Different swine were shown each Saturday. To qualify, viewers had to judge all that were displayed. The animals had been pre-judged by Wilson & Co. pork experts.

Almanac sponsor, Rooster Mills, donated prizes to the winners and 50 pound bags of feed to all who submitted a complete entry—322 did.

JANE PICKENS ON 'WEEKDAY'

JANE PICKENS will serve as "human interest reporter" for NBC during her two months' stay in Europe, where she will tour the waterways of Holland, Norway, Sweden, Switzerland, Germany and France aboard her 70-foot yacht, "Cotton." Miss Pickens' observations and interviews with the "man in the street" and with celebrities will be taped and carried daily in segments of NBC's *Weekday* and *Monitor* programs, starting May 21.

VOICES OF ASIA BEAMED EAST

A RADIO series, *Voices of Asia,* featuring prominent Far Eastern government officials, scholars, journalists and students, heard twice each week in New York on WNYE (FM), Board of Education station (which produces the series) and WNYC, municipally owned and operated station, is being beamed abroad by the U. S. Information Agency's Voice of America. USIA's World Wide English Bureau said that the initial rebroadcast, in Hong Kong, "produced excellent reaction."

WISER GOBEL COMES HOME

NBC-TV's George Gobel paid a return visit last week to the station which gave him his start as a boy soprano 25 years ago. While in Chicago for the April 29 premiere of his first movie, "The Birds and the Bees," the comic visited *The Jack Stilwill Show* on WLS. NBC Radio broadcast first-night festivities, with Mr. Gobel and Tom Mercein, WMAQ Chicago, serving as co-m.c.s for the remote.

1-2 sales punch
in WESTERN MONTANA

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GILL-PERNA, reps.

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B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

MAY 1956

Total U. S. Stations on Air: 468
(Commercial: 448; Educational: 20)
Total Cities With Tv Stations: 299
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; McGillvra; 31,800; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 129,000; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 143,880; N; $360
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 53,869; $300
► KVOA-TV (4) NBC, ABC; Branham; 53,869; $300
KDWI-TV (9) 4/9/55-6/3/56; $350
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC; Pearson; 47,800; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 152,653; N; $400
► KTHV (11) CBS; Branham; 158,669; N; $400
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 99,000; $275
► KERO-TV (10) NBC, CBS; Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 69,360; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,691; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KFRE-TV (12) 1/12/56-June; CBS; Blair; $650
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; 2,392,383; $2,000
► KCOP (13) Weed; 2,392,383; $1,250
► KHJ-TV (9) H-R; 2,392,383; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,392,383; N, LS, LF, LL: $2,700
► KRCA (4) NBC, NBC Spot Sls.; 2,392,383; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,392,383; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,392,383; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
REDDING—
KVIP (7) 3/28/56-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 409,617; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,350
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,500
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 101,782; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) Blair; 1,165,825; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 49,000; $125
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 368,526; $650
► KLZ-TV (7) CBS; Katz; 368,526; N; $700
► KOA-TV (4) NBC; NBC Spot Sls.; 368,526; N; $650
► KTVR (2) Hoag-Blair; 356,380; N; $400
► KRMA-TV (*6)
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; $150
MONTROSE—
KFXJ-TV (10) 2/23/56-Unknown
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,000; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 375,000; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 237,108; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
► WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-June '56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 330,610 (also Miami); $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 278,869; N; $400
► WTHS-TV (*2)
► WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 365,000; N, LL, LF, LS; $1,000
► WITI (17) See Fort Lauderdale
WCKT (7) 1/19/56-7/1/56; NBC Spot Sales
WMFL (33) 12/9/53-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 208,791; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WJNO-TV (5) NBC, CBS; Venard; 301,875; $275
WIRK-TV (21) See footnote

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B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; Crosley; 586,000; $800
► WSB-TV (2) NBC; Petry; 545,210; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown
AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,002; N; $300
► WRDW-TV (12) CBS; Branham; 169,000; $300
COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300
MACON—
► WMAZ-TV (13) CBS, ABC: NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote
ROME†—
► WROM-TV (9) McGillvra; 174,330; $150
SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; $250
THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 62,825; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC: Gill-Perna; 52,899; $175
LEWISTON†—
► KLEW-TV (3) CBS, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 19,700; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,900; N; $700
CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,400
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N. LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150
DECATUR—
► WTVP (17) ABC, NBC; Bolling; 188,800; $300
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N: $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $450
WIRL Tv Co. (8) Initial Decision 11/5/54
QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $800
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown
BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800
ELKHART—
► WSJV (52) ABC; H-R; 222,450; $300
EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown
FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 180,000; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 331,111; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LL, LS; $700
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200
OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 189,849; N; $300
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $350
WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown
GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; $250
HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 158,505; $300
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 521,615; N; $550
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 98,722; N; $250
LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown
OWENSBORO—
Aircast Inc. (14) 3/14/56-Unknown
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

WRGP-TV Chattanooga, Tenn. (ch. 3); WDMJ-TV Marquette, Mich. (ch. 6); KSHO-TV Las Vegas, Nev. (ch. 13); KETA Oklahoma City (ch. *13); WSPA-TV Spartanburg, S. C. (ch. 7); WRVA-TV Richmond, Va. (ch. 7), and WTVE Elmira, N. Y. (ch. 24).

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 151,669; N; $300
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200
LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 98,983; $250
► KTAG (25) CBS; Young; 62,167; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 292,000; N; $400
KLSE (*13) 12/14/55-Unknown
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 387,854; N, LF, LL; $850
► WJMR-TV (20) CBS, ABC; Bolling; 162,562; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
WYES (*6) 2/17/56-Unknown
SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,895; $400

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400
PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400
PRESQUE ISLAND—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 669,325; $1,100
► WBAL-TV (11) NBC; Petry; 669,325; N, LS, LF, LL; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote
PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)
SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 220,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 220,000; N, LS; $500
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 355,196; $300
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,175
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
▶ WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,570; N; $1,000

LANSING—
▶ WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
▶ WTOM-TV (54) ABC; **McGillvra; 60,850; $200**

MARQUETTE†—
▶ WDMJ-TV (6) Weed

SAGINAW (BAY CITY, MIDLAND)—
▶ WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
▶ WPBN-TV (7) NBC; Holman; 55,303; $120

MINNESOTA

AUSTIN—
▶ KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
▶ KDAL-TV (3) CBS, ABC; Avery-Knodel; 131,500; $400
▶ WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
▶ KEYD-TV (9) Avery-Knodel; 630,000; $450
▶ **KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450**
▶ WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
▶ WTCN-TV (11) ABC; Katz; 615,000; $800

ROCHESTER—
▶ KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; 7/28/54-7/13/56

HATTIESBURG†—
WDAM-TV (9) NBC, ABC; Pearson; 5/4/55-June '56

JACKSON—
▶ WJTV (12) CBS, ABC; Katz; 147,000; $360
▶ WLBT (3) NBC; Hollingbery; 175,000; N; $300

MERIDIAN—
▶ WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV **(30) See footnote**

TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
▶ KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400

COLUMBIA—
▶ KOMU-TV (8) NBC, ABC; H-R; 95,473; $250

HANNIBAL (QUINCY, ILL.)—
▶ KHQA-TV (7) CBS; Weed; 149,060; N; $250
▶ **WGEM-TV (10) See Quincy, Ill.**

JEFFERSON CITY—
▶ KRCG (13) CBS; Hoag-Blair; 87,815; $250

JOPLIN—
▶ KSWM-TV (12) CBS; Venard; 112,750; N; $225

KANSAS CITY—
▶ KCMO-TV (5) CBS, ABC; Katz; 567,690; N; $1,000
▶ KMBC-TV (9) CBS; Peters, Griffin, Woodward; 567,690; N, LS, LF, LL; $540 (half-hour)
▶ WDAF-TV (4) NBC; **Harrington, Righter &** Parsons; 567,690; N, LS, LF; $960

ST. JOSEPH—
▶ KFEQ-TV (2) CBS; Headley-Reed; 156,169; $300

ST. LOUIS—
▶ KETC (*9)
▶ **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.;** 908,252; N, LS, LF; $1,200
▶ KTVI (36) ABC, CBS; Weed; **422,422; $400**
▶ KWK-TV (4) CBS, ABC; Katz; N; **$1,500**

SEDALIA†—
▶ **KDRO-TV (6) Pearson; 57,000; $200**

SPRINGFIELD—
▶ KTTS-TV (10) CBS; Weed; 111,146; N; $250
▶ KYTV (3) NBC; Hollingbery; 103,040; N; $275

MONTANA

BILLINGS†—
▶ KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) **11/23/55-Unknown**

BUTTE†—
▶ **KXLF-TV (6) ABC; No estimate given; $50**

GREAT FALLS†—
▶ KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 26,700; $150

MISSOULA†—
▶ KGVO-TV (13) CBS, ABC; Gill-Perna; 24,660; $150

NEBRASKA

HASTINGS—
▶ KHAS-TV (5) NBC; Weed; 70,278; N; $200

HAYES CENTER†—
▶ **KHPL-TV (2) (Satellite of KHOL-TV Holdrege)**

KEARNEY (HOLDREGE)—
▶ KHOL-TV (13) CBS, ABC; Meeker; 92,726; N; $250

LINCOLN—
▶ KOLN-TV (10) ABC, CBS; Avery-Knodel; 154,278; $400
▶ KUON-TV (*12)

OMAHA—
▶ KMTV (3) NBC, ABC; Petry; 360,854; N, LS, LF, LL; $800
▶ WOW-TV (6) CBS; Blair; 360,854; N; $800
Herald Corp. (7) 4/27/56-Unknown

SCOTTSBLUFF†—
▶ **KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.**

NEVADA

HENDERSON (LAS VEGAS)—
▶ KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
▶ KLAS-TV (8) CBS; Weed; 29,003; $250
▶ **KLRJ-TV (2) See Henderson**
▶ KSHO-TV (13) Forjoe

RENO—
▶ KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) **4/19/55-Unknown**

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
▶ WMUR-TV (9) ABC, CBS, NBC; Weed; 1,127,959; $600

MT. WASHINGTON†—
▶ **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
▶ **WATV (13) Petry; 4,730,000; $2,000**

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
▶ KGGM-TV (13) CBS; Weed; 72,140; $300
▶ KOAT-TV (7) ABC; Hollingbery; 62,000; $200
▶ KOB-TV (4) NBC; Branham; 72,140; $325

CARLSBAD†—
KAVE-TV (6) Branham; 6/22/55-June

CLOVIS—
KICA-TV (12) 2/23/56-Unknown

ROSWELL—
▶ KSWS-TV **(8) NBC, ABC, CBS; Meeker, Melville;** 34,687; $150

SANTA FE—
KVIT **(2) 1/25/56-Unknown**

NEW YORK

ALBANY (SCHENECTADY, TROY)—
▶ WCDA (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV **(23) 6/10/53-Unknown**
WTRI (35) See footnote
WTVZ **(*17) 7/24/52-Unknown**

BINGHAMTON—
▶ WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
▶ WBEN-TV (4) CBS; Harrington, Righter & Parsons; 525,819 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
▶ WBUF-TV (17) ABC, NBC; H-R; 170,000; **$350**
▶ **WGR-TV (2) NBC, ABC; Peters, Griffin, Wood**ward; 529,606 (plus 549,064 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56

CARTHAGE (WATERTOWN)—
▶ WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus **50,100 Canadian coverage); $200**

ELMIRA—
▶ WTVE (24); Forjoe
Central New York Bcstg. Cop. (18) 4/4/56-July

HAGAMAN—
▶ WCDB (29) (satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV **(20) CBS; 1/8/53-Unknown**
WIET **(*14) 1/8/53-Unknown**

LAKE PLACID† (PLATTSBURG)—
▶ WPTZ (5) NBC, ABC; McGillvra; 112,000 (plus 150,000 Canadian coverage); $250

NEW YORK—
▶ WABC-TV (7) ABC; Blair; 4,730,000; $3,750
▶ WABD (5) Avery-Knodel; 4,730,000; N, LF, LS; $2,200
▶ **WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000**
▶ **WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500**
▶ **WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500**
▶ **WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200**
▶ **WATV (13) See Newark, N. J.**
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
▶ WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100

ROCHESTER—
▶ WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $700
▶ **WHEC-TV (10) CBS, ABC; Everett-McKinney;** 327,000; N; **$700**
▶ WVET-TV (10) CBS, ABC; Bolling; 327,000 (including **31,500 Canadian coverage); N; $750**
WCBF-TV (15) 6/10/53-Unknown
WROH **(*21) 7/24/52-Unknown**

SCHENECTADY (ALBANY, TROY)—
▶ WRGB (6) NBC; NBC Spot Sls.; 484,500; N; $1,100

SYRACUSE—
▶ WHEN (8) CBS, ABC; Katz; 371,330; N; $700
▶ WSYR-TV (3) NBC; **Harrington**, Righter & Parsons; **372,160; N, LS, LF; $800**
WHTV (143) 9/18/52—Unknown

UTICA—
▶ WKTV (13) NBC, ABC, CBS; Cooke; 206,500; N; $550

NORTH CAROLINA

ASHEVILLE—
▶ **WISE-TV (62) CBS, NBC; Bolling; 40,000; $150**
▶ WLOS-TV (13) ABC, CBS; Venard; 372,920; $400

CHAPEL HILL†—
▶ **WUNC-TV** (*4) **377,350**

CHARLOTTE—
▶ WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision **8/2/55**

DURHAM—
▶ WTVD (11) NBC, ABC; Petry; 281,390; N; $550

FAYETTEVILLE†—
▶ WFLB-TV (18) CBS, NBC; Young; **39,340; $150**

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
▶ WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 408,811; N, LF, LS; $650

GREENVILLE—
▶ WNCT (9) CBS, ABC; Pearson; 164,980; $350

NEW BERN†—
WNBE-TV **(13) 2/9/55-Unknown**

RALEIGH—
▶ WNAO-TV (28) CBS, ABC; Avery-Knodel; 285,500; N; $325
Capitol Bcstg. Co. (5) Initial Decision **4/19/55**

WASHINGTON—
▶ **WITN (7) NBC; Headley-Reed; 144,005; N; $325**

WILMINGTON—
▶ WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
▶ WSJS-TV (12) NBC; Headley-Reed; 521,776; N; $550
▶ WTOB-TV (26) ABC; Venard; 121,430; $200

NORTH DAKOTA

BISMARCK—
▶ KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200
▶ KBMB-TV (12) CBS; Weed; 23,000; N; $150

FARGO†—
▶ WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 86,600; $400

GRAND FORKS—
▶ KNOX-TV (10) NBC; Rambeau; 33,000; N; $200

MINOT—
▶ KCJB-TV (13) CBS, NBC, ABC; Weed; **29,000;** $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
▶ KXJB-TV (4) CBS; Weed; 104,000; N, LF, LS; $400

OHIO

AKRON—
▶ WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
▶ WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown

CINCINNATI—
▶ WCET (*48) 2,000
▶ WCPO-TV (9) ABC; Blair; 767,729; $1,200
▶ WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
▶ WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
▶ WEWS (5) ABC; Blair; 1,217,000; N; $1,000
▶ **KYW-TV (3) NBC; Peters, Griffin, Woodward;** 1,217,000; N, LS, LF; $1,800
▶ WJW-TV (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Scott Paper Valiant Lady	*Tennessee Ernie Ford* L		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00			*American Forum* L		*Jack Paar Show* *F*			*Jack Paar Show* *F*			*Jack Paar Show* *F*	
1:15												
1:30			*Frontiers of Faith* L		P&G As The World Turns			P&G As The World Turns			P&G As The World Turns	
1:45												
2:00			*Princeton '56* L		Robert Q. Lewis (Sust.)			Robert Q. Lewis (Sust.)			Robert Q. Lewis (Sust.)	
2:15												
2:30			*Youth Wants to Know* L		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)	
2:45												
3:00			*Dr. Spock* *L*	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15												
3:30			*Zoo Parade* *L*		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)	
3:45												
4:00	*Dean Pike* *L*		(4/8) NBC Opera Theatre (5/6, 5/27) Hallmark Hall of Fame 5/13. 5/20) Wide, Wide World		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L
4:15					Am. Home Pr. Secret Storm	*Modern Romances* *L*		Am. Home Pr. Secret Storm	*Modern Romances* *L*		Am. Home Pr. Secret Storm	*Modern Romances* *L*
4:30	*College Press Conference* *L*	*Adventure*			P&G The Edge of Night	*Queen For A Day* *L*		P&G The Edge of Night	*Queen For A Day* *L*		P&G The Edge of Night	*Queen For A Day* *L*
4:45												
5:00	Hartz Mountain Products Super Circus L	*Face the Nation*		Mickey Mouse Club (see footnote) F		*Pinky Lee Show* *L*	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* *L*	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* *L*
5:15												
5:30		The CBS Sunday News	*Outlook* L&F			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)
5:45												
EVENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F									
6:45					Whitehall News L			Pall Mall News L			Whitehall News L	
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F	Co-op Kukla, Fran&Ollie L			*Kukla, Fran & Ollie*			*Kukla, Fran & Ollie*		
7:15				Daly-News	Whitehall News L		Daly-News	Pall Mall News L		Miles Labs Daly-News	Whitehall News L	
7:30	Pearson Pharmacal Evinrude Motors J. H. Breck P&G Colgate Mobile Hms. Famous Film Festival (Participating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F	*Twilight Theatre*	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-Cola Eddie Fisher Show L
7:45						Camel Caravan L			Camel News Caravan L			Plymouth News Caravan L
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show Chevrolet Chevy Show L		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15												
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts		Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F		Gen. Foods Pearson Pharm. Dunninger F		Scott Father Knows Best F
8:45												
9:00	Pharmaceuticals Ted Mack Amateur Hour L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	Film Fair Participating F&L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F	American Tobacco alt. Dodge Danny Thomas F	Pharmaceu. Lombardo's Diamond Jubilee	P&G J. Wyman's Fireside Theatre F	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Presents F			General Foods December Bride	Johnson Wax alt. with Schick Robert Montgomery Presents L	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45												
10:00	*Outside U.S.A.* L	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F		Westinghouse Studio One L		*Tomorrow's Careers* *L*	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's	White Owl Cigars' National Bowling Champions					G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F			Whitehall Pharmacal Midwestern Hayride
10:45												

Y	THURSDAY			FRIDAY			SATURDAY			AFTERNOON
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
Tennessee rnie Ford L		Toni Valiant Lady	*Tennessee Ernie Ford L*		Gen. Mills Valiant Lady	*Tennessee Ernie Ford L*		National Dairy The Big Top L	Heinz Capt. Gallant F	Noon
		Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:15
Colgate-almolive Feather our Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L			*Paul Winchell L*	12:30
		P&G Guiding Light L			P&G Guiding Light L					12:45
		Jack Paar Show F			*Jack Paar Show F*			Gen. Mills The Lone Ranger F		1:00
										1:15
		P&G As The World Turns			P&G As The World Turns					1:30
										1:45
		Robert Q. Lewis (Sust.)			Robert Q Lewis (Sust.)			Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.)		2:00
										2:15
		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)					2:30
										2:45
NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Falstaff Brewing co-sponsor. American Safety Razor Game of the Week		3:00
										3:15
		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)					3:30
										3:45
orden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L				4:00
Modern Romances L		Am. Home Pr. Secret Storm	*Modern Romances L*		Am. Home Pr. Secret Storm	*Modern Romances L*				4:15
Queen For A Day L		P&G The Edge of Night	*Queen For A Day L*		P&G The Edge of Night	*Queen For A Day L*				4:30
										4:45
Pinky Lee Show L	Mickey Mouse Club (see footnote) F		*Pinky Lee Show L*	Mickey Mouse Club (see footnote) F		*Pinky Lee Show L*				5:00
										5:15
Howdy Doody (See Footnote)			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)	Joe Lowe Corp. The Gabby Hayes Show F		*Watch Mr. Wizard L*	5:30
										5:45
										EVENING
									Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L	6:00
										6:15
										6:30
		News L			Whitehall News L					6:45
	Kukla, Fran & Ollie			*Kukla, Fran & Ollie*				Wrigley Gene Autry Show F		7:00
	Time Inc. Daly-News	News L		Daly-News	Whitehall News L					7:15
Coca-Cola ddie Fishe Show L	Am. Dairy Gen. Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co My Friend Flicka	Coca-Cola Eddie Fisher Show L	American Chicle Co. & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L	7:30
lymouth News Caravan L			Camel News Caravan L			Plymouth News Caravan L				7:45
Kodak Screen Directors layhouse F	Eddy Arnold Show L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	P. Lorillard Truth or Consqnces. F		Buick Jackie Gleason Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L	8:00
										8:15
Scott Father Knows Best F	Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	Chesterfield Dragnet F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Nestle Stage Show		8:30
										8:45
Kraft Foods elevision Theatre L	Brillo Star Tonight L		Borden Co. The People's Choice F	Helene Curtis Wine Corp. Dollar A Second L	R.J.Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni Papermate People Are Funny F	9:00
										9:15
	Western U. Down You Go L	Singer Sew'g (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F	9:30
										9:45
P&G This Is our Life L	*Dotty Mack Show*	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L	10:00
										10:15
Whitehal Pharmac idwester Hayrid		Quiz Kids (Sust.)			Amer. Oil Hamm Elgin Person to	State Farm Red Barber's Corner L		Anheuser-Busch Runyon Theatre	Am. Tobacco Warner Lambert Your Hit	10:30
										10:45

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, General Foods (Jell-O), Union Underwear, Kendall Co., Sterling Drugs, Breck Inc., Pearson Pharmacal, Hoover Co. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. alt. wks. Converted Rice.

Arthur Godfrey 10:30 - 10:45 a.m. Mon.-Wed. Easy Washing, Tue., Corn Products exp. 5/15. 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.

Arthur Godfrey—11-11:15 a.m. Mon.-Wed., Lever Bros.; Tues.-Thurs., Kellogg; 11:15-30 a.m. Mon.-Thurs., Pillsbury.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. Wesson Oil, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.
See It Now; Shulton Inc., 5/17; 10-11 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Alt. wks. Bulova Watch Co. Kellogg, Luden's, Standard Brands, Welch Grape Juice.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

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B·T TELESTATUS

COLUMBUS—
▶ WBNS-TV (10) CBS; Blair; 485,583; N; $825
▶ WLWC (4) NBC; WLW Sls.; 351,000; N; $800
▶ WTVN-TV (6) ABC; Katz; 381,451; $600
▶ WOSU-TV (*34)

DAYTON—
▶ WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
▶ WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
▶ WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
▶ WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
▶ WTRF-TV (7) See Wheeling

TOLEDO—
▶ WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
▶ WFMJ-TV (21) NBC; Headley-Reed; 181,200; N; $350
▶ WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
▶ WHIZ-TV (18) ABC; CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
▶ KTEN (10) ABC; CBS, NBC (per program basis); Venard; 89,609; N; $225

ARDMORE—
KVSO-TV (12) NBC 5/12/54-7/29/56

ENID—
▶ KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
▶ KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
▶ KTVX (8) ABC; Avery-Knodel; 317,000; $450

OKLAHOMA CITY—
▶ KETA (*13)
▶ KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
▶ WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KTVQ (25) See Footnote

TULSA—
▶ KOTV (6) CBS; Petry; 319,312; N; $750
▶ KVOO-TV (2) NBC; Blair; 319,312; N; $700
▶ KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
▶ KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
▶ KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,200; $200

PORTLAND—
▶ KLOR (12) ABC; Hollingbery, 340,000; N; $600
▶ KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
▶ KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
▶ KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
▶ WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
▶ WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
▶ WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
▶ WICU (12) NBC, ABC; Petry; 223,500; N; $700
▶ WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
▶ WCMB-TV (27) Forjoe; $200
▶ WHP-TV (55) CBS; Bolling; 241,449; $325
▶ WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
▶ WARD-TV (56) ABC, CBS; Weed; $200
▶ WJAC-TV (6) NBC, CBS, ABC; Katz; 975,131; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
▶ WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
▶ WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852, N, LF, LS; $3,250
▶ WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
▶ WRCV-TV (3) NBC; NBC Spot Sls.; 2,090,000; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55—Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
▶ KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
▶ WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
▶ WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WKJF-TV (53) See footnote
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial decision—4/23/56

READING—
▶ WHUM-TV (61) CBS, ABC; H-R; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
▶ WARM-TV (16) ABC; Bolling; 200,000; $225
▶ WGBI-TV (22) CBS; H-R; 276,000; N; $400
▶ WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
▶ WBRE-TV (28) NBC; Headley-Reed; 296,000; N; $450
▶ WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
▶ WNOW-TV (49) Keller; 116,500; $200
▶ WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
▶ WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
▶ WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
▶ WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
▶ WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 245,544; N; $300
▶ WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
▶ WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 200,179; N; $400
▶ WNOK-TV (67) CBS, ABC; Raymer; 122,065; $200

FLORENCE—
▶ WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
▶ WFBC-TV (4) NBC; Weed; 435,667; N; $450
WGVL (23) See Footnote

SPARTANBURG—
▶ WSPA-TV (7) CBS; Hollingbery; $525

SOUTH DAKOTA

FLORENCE†—
▶ KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
▶ KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,042; $150

SIOUX FALLS—
▶ KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
▶ WDEF-TV (12) CBS, ABC; Branham; 177,835; N; $450
▶ WRGP-TV (3) NBC; H-R; $400

JACKSON—
▶ WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
▶ WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
▶ WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
▶ WTSK-TV (26) CBS, ABC: Pearson; 155,877; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
▶ WHBQ-TV (13) ABC; H-R; 414,392; $700
▶ WMCT (5) NBC; Blair; 419,500; N; $800
▶ WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
▶ WLAC-TV (5) CBS; Katz; 455,753; N; $650
▶ WSIX-TV (8) ABC; Hollingbery; 277,030; $425
▶ WSM-TV (4) NBC; Petry; 277,305; N, LF, LS; $700

TEXAS

ABILENE—
▶ KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
▶ KFDA-TV (10) CBS, ABC; H-R; 84,641; $300
▶ KGNC-TV (4) NBC; Katz; 84,641; N; $300

AUSTIN—
▶ KTBC-TV (7) CBS, ABC, NBC; Raymer; 156,261; N; $400

BEAUMONT—
▶ KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
▶ KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350

BIG SPRING—
▶ KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

CORPUS CHRISTI†—
▶ KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
KRIS-TV (6) Peters, Griffin, Woodward; 12/9/55-May
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
▶ KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
▶ WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
▶ KROD-TV (4) CBS, ABC; Branham; 89,256; N; $450
▶ KTSM-TV (9) NBC; Hollingberry; 84,821; N; $325
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
▶ WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 575,000; N, LL, LF, LS; $1,000
▶ KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
▶ KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
▶ KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
▶ KPRC-TV (2) NBC; Petry; 485,000; N; $1,000
▶ KTRK (13) ABC; Blair; 485,000; N, LF, LS; $700
▶ KUHT (*8)
▶ KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
▶ KHAD-TV (8) CBS, NBC, ABC; Pearson; 10,300; $150

LONGVIEW†—
▶ KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
▶ KCBD-TV (11) NBC, ABC; Raymer; 116,237; N; $350
▶ KDUB-TV (13) CBS; Branham; 122,150; N, LS, LF; $350 (film)

LUFKIN—
▶ KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
▶ KMID-TV (2) NBC, ABC, CBS; Venard; 78,000; $200

ODESSA—
▶ KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
▶ KTXL-TV (8) CBS, NBC, ABC; Venard; 44,309; $200

SAN ANTONIO—
▶ KCOR-TV (41) ABC; O'Connell; 62,000; $200
▶ KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 305,153; N; $700
▶ WOAI-TV (4) NBC, ABC; Petry; 305,153; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
▶ KPAR-TV (12) CBS; Branham; 62,469; N, LF, LS; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
▶ KCEN-TV (6) NBC; Hollingbery; 145,190; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
▶ KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,840; N; $260

TYLER—
▶ KLTV (7) NBC, ABC, CBS; Pearson; 108,000; $250

WACO (TEMPLE)—
▶ KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
▶ KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
▶ KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
▶ KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
▶ KSL-TV (5) CBS; CBS Spot Sls.; 208,336; N; $600
▶ KTVT (4) NBC; Katz; 208,336; N; $600
▶ KUTV (2) ABC; Hollingbery; 208,336; $450

VERMONT

BURLINGTON—
▶ WCAX-TV (3) CBS; Weed; 148,886; $300

VIRGINIA

BRISTOL†—
WCBY-TV (5) Gill-Perna; 4/13/56-Unknown

DANVILLE†—
WBTM-TV **(24) See footnote**

HAMPTON—
▶ WVEC-TV (15) See Norfolk

HARRISONBURG—
▶ WSVA-TV (3) ABC, CBS, NBC; Pearson; 135,552; $200

LYNCHBURG—
▶ WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV **(33) See footnote**

NORFOLK—
▶ WTAR-TV (3) CBS, ABC; Petry; 397,728; N, LF. LS; $875
▶ WTOV-TV (27) 210,000; McGillvra; $380
▶ WVEC-TV (15) NBC; Avery-Knodel; 174,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
▶ WXEX-TV (8) See Richmond

RICHMOND—
▶ WRVA-TV (12) CBS; Harrington, Righter & Parsons
▶ WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
▶ WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV **(29) 12/2/53-Unknown**

ROANOKE—
▶ WDBJ-TV (7) CBS; Peters, Griffin, Woodward
▶ WSLS-TV (10) ABC, NBC; Avery-Knodel; 437,875; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
▶ KVOS-TV (12) CBS; Forjoe; 228,583; $300

EPHRATA†—
KBAS-TV **(43) 5/4/55-Unknown**

PASCO—
▶ KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
▶ KCTS (*9)
▶ KING-TV (5) ABC; Blair; 500,500; N, LF, LS; $900
▶ KOMO-TV (4) NBC; NBC Spot Sls.; 506,440; N, LL, LF, LS; $950
▶ KTNT-TV (11) CBS; Weed; 506,100; N; $900
▶ KTVW (13) Hollingbery; 496,742; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
▶ KHQ-TV (6) NBC; Katz; 166,950; N, LF, LS; $550
▶ KREM-TV (2) ABC; Petry; 172,798; N, LF, LS; $350
▶ KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV **(21) Bolling; 9/25/53-Unknown**

YAKIMA—
▶ KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) **3/30/55-Unknown**

WEST VIRGINIA

BLUEFIELD—
▶ WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
▶ WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
▶ WHTN-TV (13) ABC; Petry; 203,000; N; $450
▶ WSAZ-TV (3) NBC; Katz; 650,846; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
▶ WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
▶ WTAP (15) NBC, ABC, CBS; Pearson; 35,902; $150

WHEELING (STEUBENVILLE. OHIO)—
▶ WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
▶ **WSTV-TV (9) See Steubenville, Ohio**
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
▶ WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
▶ WBAY-TV (2) CBS; Weed; 247,000; $500
▶ WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
▶ WMBV-TV **(11) See Marinette**

LA CROSSE—
▶ WKBT (8) NBC, CBS, ABC; H-R; 110,000 $360

MADISON—
▶ WHA-TV (*21)
▶ WKOW-TV (27) CBS; Headley-Reed; 127,250; N: $250
▶ WMTV (33) ABC, NBC; Bolling; 140,000; $280
WISC-TV (3) 12/7/55-June; Hollingbery; $500

MARINETTE (GREEN BAY)—
▶ WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
▶ WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
▶ WTMJ-TV (4) NBC; Harrington, Righter & Parsons; **781,222; N, LL, LF, LS; $1,150**
▶ WXIX (19) CBS, CBS Spot Sls.; **398,255; N; $800**
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown
WITI-TV (6) 6/29/55-5/21/56; Branham; $600

SUPERIOR (DULUTH, MINN.)—
▶ WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
▶ KDAL-TV (3) See Duluth, Minn.

WAUSAU—
▶ WSAU-TV (7) CBS. NBC; ABC (per program basis); Meeker; 89,400; $250

WHITEFISH BAY—
WITI-TV (6) 6/29/55-May 21; Branham; $600

WYOMING

CHEYENNE—
▶ KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
▶ KENI-TV **(2)** ABC, NBC; Fletcher, Day; 23,000; $150
▶ KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
▶ KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
▶ KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
▶ KINY-TV (8) CBS; Alaska Radio-Tv Sls.

GUAM

AGANA†—
▶ KUAM-TV (8) 3/28/56-Unknown

HAWAII

HILO†—
▶ **KHBC-TV (9) Satellite of KGMB-TV Honolulu**

HONOLULU†—
▶ KGMB-TV (9) CBS; Peters, Griffin, Woodward; 90,175 (includes Hilo and Wailuku satellites); $300
▶ KONA (2) NBC; NBC Spot Sls.; 87,000 (including Wailuku satellite); $300
▶ KULA-TV (4) ABC; Young; 85,642; $300

WAILUKU†—
▶ KMAU (3) Satellite of KGMB-TV Honolulu
▶ KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
American Colonial Bcstg. Corp. (11) 4/25/56-Unknown

MAYAGUEZ†—
▶ WORA-TV (5) CBS; Young; 35,000; $150

SAN JUAN†—
▶ WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $200
▶ WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
▶ CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
▶ CKX-TV (5) CBC; All-Canada, Weed; 11,713; $170

CALGARY, ALTA.—
▶ CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 45,000; $260

EDMONTON, ALTA.†—
▶ CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 40,000; $260

HALIFAX, N. S.†—
▶ CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
▶ CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
▶ CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
▶ CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
▶ CJLH-TV (7) CBC; All-Canada, Weed; 9,200; $160

LONDON, ONT.—
▶ CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $370

MONCTON, N.B.—
▶ CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
▶ CBFT (2) CBC French; CBC; 337,000; $900
▶ CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
▶ CBOFT (9) CBC; CBC; 42,000; $230
▶ CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
▶ CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 33,000; $230

PORT ARTHUR, ONT.†—
▶ CFPA-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,000; $170

QUEBEC CITY, QUE.—
▶ CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
▶ CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
▶ CJBR-TV (3) CBC; Stovin, Young; 2,500; $200

ST. JOHN, N. B.†—
▶ CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.—
▶ CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
▶ CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
▶ CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
▶ CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
▶ CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
▶ CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C,†—
▶ CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
▶ CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
▶ CKNX-TV (8) CBC; All-Canada, Young; 70,000; $200

WINNIPEG, MAN:†—
▶ CBWT (4) CBC; CBC; 69,000; $320

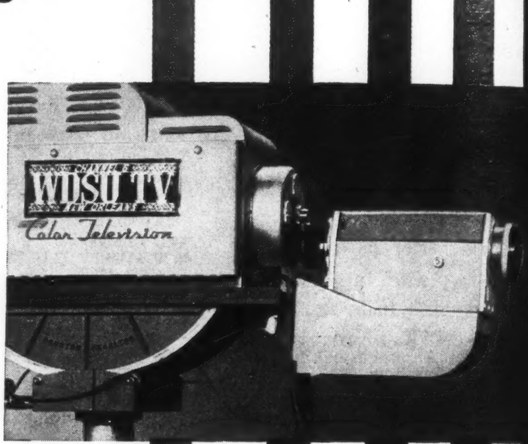
MEXICO

JUAREZ† (EL PASO, TEX.)—
▶ XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
▶ XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kan.

"...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens..."



says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*, Jan. 16, '56.

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3" to 15" and 6" to 30". Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman's fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.

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Radio-Tv Workshop Scheduled by NYU

SIXTEEN guest lecturers are slated for the six-week session of New York U.'s 21st annual summer workshop in Television and Radio, which will start June 25 at NYU's Washington Square Center in New York. The workshop covers studio operations, tv directing, basic drama direction, acting, tv programming, announcing, radio programming, color tv and tv film. Day and evening sessions will be held, and students will handle all types of studio equipment.

Lecturers will include Bruce Bassett, NBC-TV production supervisor, on color tv; Anthony Buschetti, CBS-TV manager of tv procurement, on tv production procurement; Mary Cummings, BBDO, New York, and supervisor of *Armstrong Circle Theatre*, on problems in network dramatic shows; James Flood, assistant personnel manager, CBS, on tv jobs; Mark Goodson of Goodson & Todman, package producers, on "The Concept of Package Production"; George Greene, WATV (TV) Newark program director, on program concepts of local stations; Alfred Hartigan, WPIX (TV) New York assistant program manager, on local station vs. network competition, and Stanley McCandless, president of Century Lighting Inc., New York, on lighting for tv.

A. Cledge Roberts is director of the workshop and heads a staff made up of Wallace House, dramatic teacher, actor and director; Kirby Ayers, CBS Radio director; Haig Manoogian, assistant professor of motion pictures at NYU, and Margaret R. Weiss, author and freelance tv script writer.

NBC-Northwestern Institute Planned for June 26-Aug. 4

ANNUAL Summer Television Institute conducted by NBC and Northwestern U. will take place in Chicago June 26-Aug. 4 with emphasis on color and educational tv.

NBC's WNBQ (TV) Chicago, world's first all-color station, will participate with WTTW (TV), Chicago educational station, in the six-week institute, with sessions at the university and both stations. Miss Judith Waller, public affairs director of NBC Central Div., and Donley Federson, chairman of NU's radio-tv department, are co-directors.

The Institute is open to 25 students with interests in tv program origination and production and prior experience in commercial or educational broadcast activity or related fields. The university offers nine quarter-hours of credit. NBC representatives will conduct a series of six lecture-demonstrations for students and tours of WNBQ's color facilities.

Persons interested in applying for entrance in the institute presented jointly by NBC and Northwestern, may obtain information and forms by writing to the Director of Summer Television Institute, Northwestern U., Evanston, Ill.

WXIX (TV) Donates $2,000

WXIX (TV) Milwaukee has contributed $2,000 to a new Communications Center fund being administered by Marquette University, there. Presentation of the station's check was made by Edmund C. Bunker, WXIX (TV) general manager.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Pocatello, Idaho—Radio Service Corp. granted vhf ch. 6 (82-88 mc); ERP 69 kw vis., 35 kw aur.; ant. height above average terrain 1,460 ft., above ground 171 ft. Estimated construction cost $243,473, first year operating cost $157,000, revenue $180,000. Post office address **KSEI Pocatello.** Studio location Pocatello. Trans. location 4.5 miles east-southeast of Pocatello. Geographic coordinates 42° 51′ 04″ N. Lat., 112° 21′ 40″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Harold W. Toedtemeier. Principals include Pres. **Henry H. Fletcher** (9.08%), 9.08% owner KSEI and .8% **KTFI Twin Falls, Idaho;** Vice Pres. **Florence W. Gardner** (42.78%), 42.78% owner KSEI and 72.60% owner KTFI; **Hanna H. Soule** (24.67%), 24.67% owner of KSEI and 25.80% of KTFI, and **Radio Bcstg. Corp.** (21.8%), 21.8% owner KSEI and 40% of **KHTV (TV) Twin Falls.** Radio Bcstg. Corp. is licensee of KTFI. Granted April 25.

Omaha, Neb.—Herald Corp. granted vhf ch. 7 (174-180 mc); ERP 39.45 kw vis., 19.77 kw aur.; ant. height above average terrain 626 ft., above ground 583 ft. Estimated construction cost $1,452,401.88, first year operating cost $1,022,700, revenue $945,000. Post office address ℅ B. H. Cowdery, 14th & Dodge Streets, Omaha. Studio location Omaha. Trans. location Omaha. Geographic coordinates 42° 29′ 56″ N. Lat., 92° 15′ 51″ W. Long. Trans. and ant. RCA Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Jansky & Bailey, Washington. Herald Corp. is owned by World Publishing Co. (*Omaha World Herald*). Granted April 25.

APPLICATIONS

Flagstaff, Ariz.—Flagstaff Telecasting Co., vhf ch. 9 (186-192 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain —54 ft., above ground 300 ft. Estimated construction cost $65,385.13, first year operating cost $54,750, revenue $73,000. Post Office address ℅ 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Flagstaff. Trans. location Flagstaff. Geographic coordinates 35° 11′ 30″ N. Lat., 111° 39′ 05″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Inc., Dallas. Sole owner **O. L. Nelms** is multi-millionaire real estate owner and is applicant for tv stations at Brownwood, Tex., Victoria, Tex., and Alpine, Tex. Filed May 2.

Great Falls, Mont.—Cascade Bcstg. Co., vhf ch. 3 (60-66 mc); ERP .119 kw vis., .072 kw aur.; ant. height above average terrain 235 ft., above ground 130 ft. Estimated construction cost $23,000, first year operating cost $54,000, revenue $60,000. Post Office address 1951 Skyline Vista Drive, La Habra, Calif. Studio location on 15th St., 2 miles north of Great Falls. Trans. location on 15th St., 2 miles north of Great Falls. Geographic coordinates 47° 31′ 56″ N. Lat., 111° 16′ 45″ W. Long. Trans. and ant. Gates. Legal counsel Robert P. Lawton, La Habra. Consulting engineer applicant. Principals are equal partners **Francis N. Laird,** business interests, and his son **Robert R. Laird,** engineer, **KVEC-AM-TV San Luis, Calif.** Filed May 1.

Helena, Mont.—Helena Tv. Inc., vhf ch. 10 (192-198 mc); ERP .402 kw vis., .201 kw aur.; ant. height above average terrain —114 ft., above ground 47.5 ft. Estimated construction cost $28,192.49, first year operating cost $36,000, revenue $36,000. Post Office address 428 North Main St., Helena. Studio location Helena. Trans. location Helena. Geographic coordinates 48° 35′ 32″ N. Lat., 112° 03′ 04″ W. Long. Trans. and ant. Adler. Legal counsel J. Miller Smith, Helena. Consulting engineer Archer S. Taylor, Missoula. Principals include **Charles P. Crehan** (7.86%), dir., stockholder of **KCAP Helena; J. Harry Moore** (4.34%); Treas. **Oscar M. Carlson** (5.04%); Vice Pres. **E. E. Palmquist** (6.1%); **Charlton Radio Electric** (1.51%); **Harold M. Ormseth** (2.12%); **James J. Kitto** (7.065%); **Jessie Tanner** (2.12%); **E. J. Palmquist** (6.1%); **David R. Smith** (2.12%); **George Jacoby** (4.34%); **Grant E. Curey** (2.22%); **Mrs. Marguerite Cannon** (4.34%); **Thomas P. Patterson** (1.413%); Gen. Mgr. **Bruce Hamilton** (5.75%), vice pres., stockholder of Northwest Video Inc.; Pres. **W. L. Piehl** (35.44%), and **Nels Bergman** (2.12%). Filed May 2.

Alpine, Tex.—Alpine Tv Co., vhf ch. 12 (204-210 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain —65.7 ft., above ground 200 ft. Estimated construction cost $39,950, first year operating cost $54,750, revenue $73,000. Post Office address ℅ 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Alpine. Trans. location Alpine. Geographic coordinates 30° 10′ 52″ N. Lat., 103° 38′ 30″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner **O. L. Nelms** is real-estate multi-

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millionaire and is applicant for tv stations in Brownwood, Tex., Victoria, Tex., and Flagstaff, Ariz. Filed May 1.

PETITION

Pierre-Reliance, S. D.—Midcontinent Bcstg. Co. petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules to permit allocation of ch. 6 at Reliance, and to delete allocation of ch. 6 at Pierre. Filed April 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KVAR (TV) Mesa, Ariz.—Granted mod. of license to change main studio location to Phoenix and maintain auxiliary studio in Mesa. Granted April 25.

KIVA (TV) Yuma, Ariz.—Granted cp for new tv intercity relay system between Los Angeles, Calif., and Yuma for relaying program material of Los Angeles stations by means of off-air pickup at Pilot Knob, Calif., and relayed to KIVA. Granted April 25.

KGO-TV San Francisco, Calif.—Granted cp to change ERP to 316 kw vis., 158 kw aur. Granted April 27.

WESH-TV Daytona Beach, Fla.—Granted mod. of cp to change ERP to 5 kw vis., 2.5 kw aur., and correct geographical coordinates. Granted April 27.

KIDO-TV Boise, Idaho—Granted cp to change trans. location; change ERP to 166 kw vis., 87.1 kw aur., and install new ant. system. Ant.: 2,560 ft. Granted April 27.

WEWS (TV) Cleveland, Ohio—Granted mod. of license to change ERP to 93.3 kw vis., 60.3 kw aur., and make minor equipment changes. Granted April 27.

APPLICATIONS

KHSL-TV Chico, Calif.—Seeks cp to make changes in facilities of existing tv: change ERP to 232.5 kw vis., 116.25 kw aur., change ant. and make other equipment changes. Filed April 30.

New Am Stations . . .

ACTIONS BY FCC

De Queen, Ark.—Radio De Queen granted 1390 kc, 500 w D. Post office address 1925 S. 4th St., De Queen. Estimated construction cost $14,625, first year operating cost $36,000, revenue $48,000. Applicant is wholly owned by **R. G. McKeever,** appliance store owner. Granted April 25.

Perry, Ga.—Gateway Bcstg. Co. granted 980 kc, 500 w D. Post office address P. O. Box 64, Fitzgerald, Ga. Estimated construction cost $12,500, first year operating cost $33,000, revenue $48.000. Principals are equal partners **John H. Patrick,** railroad engineer; **Joseph Bilodeau,** program director, **WWGS Tifton, Ga.,** and partner with **Al H. Evans** in applicant for new am to operate at Fitzgerald. Granted April 25.

Manchester, Ky.—The Wilderness Road Bcstg. Co. granted 1580 kc, 250 w D. Post office address P. O. Box 333, Columbia, Ky. Estimated construction cost $4,025, first year operating cost $42,000, revenue $55,000. Sole owner **Clifford Spurlock** is minority stockholder of **WTCO Campbellville, Ky.,** and 49% owner **WFLW Monticello, Ky.** Granted April 25.

Baton Rouge, La.—Vox Inc., granted 1380 kc, 500 w D. Post office address 206 Texas Eastern Bldg., Shreveport, La. Eestimated construction cost $27,081.16, first year operating cost $36,000, revenue $48,000. Principals all have interest in Twin City Bcstg. Co., applicant for cp for Shreveport, 1300 kc, 1 kw. Stockholder **J. E. Wharton** is **KJOE Shreveport** chief engineer and permittee of new am at Vivian, La. Granted April 25.

Station Authorizations, Applications

(As Compiled by B • T)

April 20 Through May 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization.

Am-Fm Summary Through May 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,840	230	391	166
Fm	536	533	45	23	1

FCC Commercial Station Authorizations As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	353	95	448[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	115	311	626[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	985	337	773	549	1,323[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,046	337	807	576	1,383[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

Salisbury, Md.—Elizabeth Evans and **W. Courtney Evans** granted 1320 kc, 500 w D. Post office address Box 144, Frankford, Del. Estimated construction cost $16,000, first year operating cost $25,000, revenue $50,000. Applicants each hold 50% interest in **WSUS Seaford, Del.** Granted April 25.

Salisbury, Md.—Hoyt C. Murphy granted 1470 kc, 5 kw D. Post office address 411 N. Fourth St., Ft. Pierce, Fla. Estimated construction cost $33,749, first year operating cost $84,000, revenue $95,000. Mr. Murphy is Fla. real estate broker and hotel owner. Granted April 25.

Saratoga Springs, N. Y.—Radio Saratoga's application seeking cp for new am to be operated on 1280 kc, 1 kw D, returned. Dated wrong. Returned May 1.

Chillicothe, Ohio—Glacus G. Merrill granted 1350 kc, 500 w D. Post office address P. O. Box 1526, Clarksburg, W. Va. Estimated construction cost $15,000, first year operating cost $26,000, revenue $32,000. Mr. Merrill formerly had interests in **WHAR Clarksburg** and **WKYR Keyser,** both W. Va. Granted April 25.

Hillsboro, Ohio—David C. Winslow granted 1590 kc, 500 w D. Post office address 640 Salisbury, Waverly, Ohio. Estimated construction cost $19,915, first year operating cost $38,400, revenue $50,000. Mr. Winslow is announcer-engineer, **WPKO Waverly.** Granted April 25.

Abilene, Tex.—Key City Bcstg. Co.'s application seeking cp for new am to be operated on 860 kc, 250 w D, reinstated. Action April 26.

Winchester, Va.—Winchester Bcstg. Co.'s application seeking cp for new am to be operated on 1480 kc, 1 kw D, dismissed at request of attorney. Dismissed May 2.

Pasco, Wash.—Music Broadcasters Inc. granted 910 kc, 500 w D. Post office address % H. B. Murphy, 3410 Taylor Way, Yakima, Wash. Estimated construction cost $10,100, first year operating cost $42,000, revenue $70,000. Principals are equal partners **Walter N. Nelskog,** mgr., 50% stockholder of **KUTI Yakima, Wash.; H. B. Murphy,** chief engineer of **KIT Yakima, Wash.,** and **Wallace K. Reid,** announcer-salesman for KIT. Granted April 25.

APPLICATIONS

Titusville, Fla.—Titusville Bcstg. Co., 1300 kc, 1 kw D. Post office address 3204 S. Grand Blvd., St. Louis, Mo. Estimated construction cost $21,789.02, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Edwin V. Spencer,** 25% owner of **WBOP Pensacola, Fla.,** and **Medford W. Stacy,** 25% owner of WBOP. Filed May 2.

Bossier City La.—Bossier Bcstg. Service, 1220 kc, 250 w D. Post office address % Howard A. Bridge Jr., Marshall National Bank Bldg., Marshall, Tex. Estimated construction cost $10,910, first year operating cost $24,000, revenue $32,000. Principals are equal partners **Edwin W. Mahone Jr., Mildred Jones Mahone, Howard A. Bridge Sr.,** and **Howard A. Bridge Jr.,** owners of Harrison County Bcstg. Co., licensee of **KMHT Marshall.** Filed May 1.

Portland, Me.—Casco Broadcasters Corp., 1310 kc, 1 kw unl. Post office address 223 Lisbon St., Lewiston, Me. Estimated constructon cost $16,896.30, first year operating cost $67,500, revenue $70,000. Principals include Pres. **Sherwood J. Tarlow** (49%), gen. mgr., sole owner of **WHIL Medford, Mass.,** pres., 60% owner of **WGUY Bangor, Me.;** Vice Pres. **Melvin L. Stone** (25%), pres., 49.865% owner of **WRUM Rumford, Me.,** 55.493% owner of **WGHM Skowhegan, Me.,** and Treas.

Midwest Network Station

$75,000.00

This fulltime facility covers an important midwest market. It is showing a worthwhile profit and is an ideal property for one or two owner-operators. Due to favorable circumstances a $25,000.00 down payment can handle this transaction with the balance out over three to four years.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

Faust Couture (25%), pres., 98% owner of **WCOU Lewiston, Me.,** and **WFAU Augusta, Me.** Filed May 2.

Hastings, Mich.—Donald G. Garey, 1220 kc, 500 w D. Post office address P. O. Box 289, Hastings. Estimated construction cost $16,733.12, first year operating cost $48,000, revenue $60,000. Mr. Garey, sole owner, holds motion picture theater interests. Filed May 2.

Salamanca, N. Y.—Cattaraugus Bcstg. Service, 1590 kc, 1 kw D. Post office address % Luther M. Schaeffer, Milton Baptist Church, Delevan, N. Y. Estimated construction cost $6,825, first year operating cost $24,000, revenue $32,000. Principals include Pres. **Luther M. Schaeffer** (27.77%), pastor; Vice Pres. **Marion G. Schaeffer** (11.11%), housewife; Treas. **Warren A. Shaeffer** (22.22%), auditor; **Warren C. Schaeffer** (11.11%), railroad foreman; **Carl L. Schaeffer** (11.11%), carpenter; **George D. Pursell** (8.33%), plantman, and **Lily S. Pursell** (8.33%), nurse. Filed May 1.

Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc, 1 kw D. Post office address Box 248 Saratoga Springs. Estimated construction cost $16,959, first year operating cost $41,000, revenue $55,000. Principals are equal partners **Richard O'Conner,** former dir., 22½% stockholder of **WSPN Saratoga Springs,** and **Lou Tobier,** former dir., stockholder of WSPN. Filed May 2.

Walla Walla, Wash.—Leader Bcstg. Co., 1540 kc, 1 kw D. Post office address 68 Boyer Drive, Walla Walla. Estimated construction cost $16,950, first year operating cost $36,000, revenue $42,000. Principals include **Arch Le Roux** (70%), free-lance announcer, producer; **La Salle Le Roux** (15%), sporting goods, and **Dale Issenhuth** (15%), president of board, 30% stockholder of Superior Plastics Corp., manufacturer of electronics parts. Filed April 30.

APPLICATIONS AMENDED

Riverside, Calif.—Ray Lapica's application seeking cp for new am to be operated on 1570 kc, 1 kw D, amended to make changes in DA pattern and ground system. Amended April 26.

Auburndale, Fla.—R. E. Hughes' application seeking cp for new am to be operated on 910 kc, 1 kw D, amended to change frequency to 1570 kc; change trans. and studio location to at west city limits, just north of Dixie Hwy., Auburndale, and make changes in ground system. Amended April 26.

Tampa, Fla.—Radio Tampa's application seeking cp for new am to be operated on 1010 kc, 50 kw D, amended to make changes in DA. Amended April 26.

Existing Am Stations . . .

ACTIONS BY FCC

WMFC Monroeville, Ala.—Granted change of facilities from 1220 kc, 250 w D, to 1360 kc, 1 kw D. Granted April 25.

KHOZ Harrison, Ark.—Granted change in facilities from 1240 kc, 250 w unl., to 900 kc, 250 w D. Granted April 25.

KAMO Rogers, Ark.—Granted increase in power from 500 w to 1 kw; trans. to be operated by remote control from 114½ S. First St. Granted April 25.

KTML Trumann, Ark.—Granted mod. of cp to change location to Marked Tree, Ark. Granted April 25.

KGMS Sacramento, Calif.—Granted change of operation from DA-D to DA-2. Granted April 25.

KSBW Salinas, Calif.—Granted increase of power from 1 kw unl., DA-1 to 5 kw unl., DA-2. Granted April 25.

WPTZ Indianapolis, Ind.—Granted mod. of cp to change ant.-trans. locations, make changes in ground system, and specify studio location same as trans. Granted April 24.

WGHM Skowhegan, Mc.—Granted permission to sign off at 6 p.m., EDT, May through August, except when broadcasting special events, at which time operation may continue up to licensed sign-off time. Granted April 27.

WTBO Cumberland, Md.—Granted cp to change ant.-trans. and studio locations, and make changes in ant. (increase in height). Granted April 26.

WCHN Norwich, N. Y.—Granted permission to sign-off at 6 p.m., EDT, for period ending Sept. 30, except during special events, at which time operation may continue up to licensed sign-off time. Granted April 27.

WVET Rochester, N. Y.—Granted authority to transmit play-by-play baseball broadcasts from Red Wing Baseball Stadium, Rochester, to **CFRA Ottawa, Canada,** and to **CFCF Montreal, Canada,** for period ending Oct. 15. Granted April 25.

KPRC Houston, Tex. — Denied request for waiver of Sec. 3.93 of Commission's rules to permit one radio operator to perform required engineering duties for two am stations (KPRC and KXYZ) at their combined site. Action April 25.

WHEE Martinsville, Va.—Granted increase in power from 500 w to 1 kw; trans. to be operated by remote control from 1105 Chathan Heights. Granted April 25.

KULA Honolulu, Hawaii—Granted cp to change ant.-trans. and studio locations to west side of Kewalo Basin Entrance, Honolulu, make changes in ant. (decrease in height) and delete request to operate trans. by remote control. Announced May 1.

APPLICATIONS

KXLA Pasadena, Calif.—Seeks mod. of cp (which authorized changes in DA system, and change trans. location—coordinates only) for extension of completion date. Filed May 2.

KEEN San Jose, Calif.—Granted change of operation from DA-D to DA-2. Granted April 25.

WGIL Galesburg, Ill.—Seeks cp to change ant.-trans. locations to S. Farnum & South Streets, Galesburg; make changes in ant. and ground system, and operate trans. by remote control from 312 Hill Arcade Bldg., Galesburg. Filed May 1.

KFMA Davenport, Iowa—Seeks cp to increase power from 250 w to 5 kw, and correct geographic coordinates. Filed April 26.

WEBB Baltimore, Md.—Seeks mod. of cp to make changes in DA system. Filed May. 2.

WTBO Cumberland, Md.—Seeks cp to change ant.-trans. and studio locations, and make changes in ant. Filed April 26.

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours of operation and installation of DA-2) for extension of completion date. Filed April 30.

KMIN Grants, N. M.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location; change studio location to "To be Determined," and make changes in ant. and ground system. Filed April 30.

WGR Buffalo, N. Y.—Seeks authority to transmit baseball games played in Offerman Baseball Stadium, Buffalo, to **CFCF Montreal,** and **CKAC Montreal.** Filed May 2.

KELY Ely, Nev.—Seeks mod. of license to change studio location from Nevada Hotel, Ely, to 1140 Ave. "F" in East Ely. Filed May 2.

KWSC Pullman, Wash.—Seeks cp to change hours of operation from sharing time with KTW to unl. Filed April 30.

WPLH Huntington, W. Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 2.

WAJR Morgantown, W. Va.—Seeks cp to change frequency from 1230 kc to 1440 kc; increase power from 250 w to 500 w N, 5 kw D; change trans. location, and install DA-2. Filed. May 2.

WBEL Beloit, Wis.—Seeks cp to change hours of operation from D to unl., using 5 kw; make changes in DA system (DA-D to DA-2); make changes in ground system, and change trans. location. Filed May 2.

APPLICATIONS AMENDED

WOPA Oak Park, Ill.—Application seeking cp to chang etrans. location to 4723 W. Madison St., Chicago, Ill., and specify remote control point as 408 S. Oak Park Ave., Oak Park, amended to change name to Village Bcstg. Co. Amended April 26.

KNIM Maryville, Mo.—Application seeking cp to change frequency from 1580 kc to 1230 kc; decrease power from 250 w to 100 w, and change hours from D to unl., amended to increase power from 100 w to 250 w and make changes in ant. system. Amended April 30.

KGAE Salem, Ore.—Application seeking cp to change power from 1 kw to 500 w N and 1 kw D; change hours from D to unl.; install DA-N, and change studio location, amended to change power to 5 kw; change hours of operation from unl. to D (NON-DA). Amended April 30.

KWIE Kennewick, Wash.—Application seeking mod. of license to change studio location to Kennewick-Richland-Pasco, Wash.; establish second main studio in Desert Inn Hotel, Richland, and request waiver of Section 3.30 (b), amended to delete request for waiver and establish third main studio at 319 W. Lewis St., Pasco. Amended May 2.

APPLICATION RESUBMITTED

WWIN Baltimore, Md.—Resubmits application seeking authority to determine operating power by direct measurement of ant. power. Filed May 2.

New Fm Stations . . .

ACTION BY FCC

New York, N. Y.—Trustees of Columbia University granted 89.9 mc, 10 w. Post office address Columbia U., New York. Estimated construction cost $4,600, first year operating cost $1,000. Station is to be used for non-commercial educational purposes. Granted April 25.

APPLICATIONS

Los Angeles, Calif—Loyola U. of Los Angeles, 8.87 kc, .028 kw. Post office address 7101 W. 80th St., Los Angeles. Estimated construction cost $150, first year operating cost $750. Station is for non-commercial educational purposes. Filed May 1.

Ponce, P. R.—Voice of Puerto Rico Inc., 104.7 kc, 500 w unl. Post office address P. O. Box 430, Ponce. Estimated construction cost $3,712. Voice of Puerto Rico Inc. is licensee of **WPRP Ponce.** Filed April 26.

Existing Fm Stations . . .

ACTIONS BY FCC

KRFM (FM) Fresno, Calif.—granted cp to change ERP to 68 kw, change studio location and move trans. site 125 ft. Granted April 24.

WKJG-FM Fort Wayne, Ind.—Granted request to cancel license and delete call letters. Granted April 27.

WCUM-FM Cumberland, Md.—Granted cp to change ERP to 1.23 kw, ant. to —4 ft., and raise ant. tower 35 ft. Granted April 25.

APPLICATION

WHYY (FM) Philadelphia, Pa.—Seeks cp to make changes in licensed station; to change TPO to 5.24 kw; ant. height to 423 ft., name to Metropolitan Philadelphia Educational Radio & Tv Corp. Filed May 2.

Ownership Changes . . .

ACTIONS BY FCC

KONI, KELE-FM Phoenix, Ariz.—Granted assignment of am license and fm cp to Anjo Broadcasters & Telecasters Inc. for 97% interest in

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000

THE BUILDERS—
WHWL and WISL

Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL
1 KW—Shamokin, Pa.

WHWL
1 KW—Nanticoke, Pa.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

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Anjo to **James T. Ownby,** present owner of stations, who becomes secy-treas. of Anjo. Other stockholder is Pres. **Annie Dee Davis,** 20% owner of **WDOB Canton, Miss.** Granted April 25.

KBAB El Cajon, Calif. Granted transfer of control to **John H. Babcock,** *et al*, for $83,000 in cash and notes. Mr. Babcock is presently joint 50% owner of KBAB and will be 25% owner with five local corporations equally holding remaining shares. Granted April 25.

WFMQ (FM) Hartford, Conn.—Granted assignment of license to **General Bcstg. Corp.** for $10,000 and 1,000 shares in General Bcstg. Assignee is owner of **WTMH (FM) Providence, R. I.** Granted April 25.

WESH-TV Daytona Beach, Fla.—Granted transfer of control to **WCOA Inc.** for $5,000 plus loan of $150,000. Applicant is licensee of **WCOA Pensacola** and is affiliated through ownership with **WTMC Ocala, WDLP-AM-FM Panama City,** and **WJHP-AM-FM-TV Jacksonville.** Principals own string of daily and weekly Florida newspapers. Granted April 25.

WLCO Eustis, Fla.—Granted assignment of license to **Floyd W. Hess** for $35,000. Mr. Hess is former station manager of **WPMP Pascagoula,** Miss. Granted April 25.

WLAQ Rome, Ga.—Granted transfer of control to **Burgett H. Mooney Jr.** (52%), under will of his father **B. H. Mooney.** Other principals include **Jane F. Mooney** (24%) and **James F. Mann** (24%). Granted May 4.

WEBQ-AM-FM Harrisburg, Ill—Granted transfer of control to **First Trust Assn. Filing is to indicate changes in trustees.** Granted April 24.

WMUZ (FM) Detroit, Mich.—Granted transfer of control to Michigan Music Co. for real estate valued at $28,141 and $25,000 cash. Some of present stockholders will be owners of station. These are: **Ruth L. Hopkins** (18.41%), **Laura G. Luscombe** (17.67%), **Robert W. Hopkins** (17.67%), **Wallace F. Hopkins** (8.84%), **Richard A. Connell Sr.** (trustee for Wallace F. Hopkins) (8.84%), and **James F. Hopkins** (28.57%). Granted May 1.

WDAM-TV Hattiesburg, Miss.—Granted assignment of cp to Lion Television Corp. for $100,000 plus agreement to loan up to $100,000 to corporation. Principals are present three station owners, unincorporated, plus new 25% owner **Alvin H. Fine,** clothing store owner. Granted April 25.

WTRI (TV) Albany, N. Y.—Granted transfer of control to **Stanley Warner Corp.** for $425,000 in notes and cash. Warner is presently 50% owner of station and will be sole owner. Granted April 25.

WBLA Elizabethtown, N. C.—Granted assignment of permit to Bladen Bcstg. Corp. for $6,500. Eight principals each owns 12.5%. Among principals are **Roy Helms,** theatre owner, and **Jessie Lee McCulloch,** owner of *Bladen Journal*, Elizabethtown. Granted April 25.

WCOG Greensboro, N. C.—Granted transfer of control to **Harold H. Thoms, M. S. Thoms,** and **Matilann S. Thoms** for $67,500 and assignment of license to Messrs Thoms d/b as WCOG Inc. H. H. Thoms owns 25% of WCOG at present. The Thoms own **WISE-AM-TV Asheville, N. C.,** 75% of **WEAM Arlington, Va.,** and 25% of **WAYS Charlotte, N. C.** Granted April 25.

KWIN Ashland, Ore.—Granted transfer of control to **Douglas D. Kahle** for $50,000. Mr. Kahle is general manager of **KNTV (TV) San Jose, Calif.** Granted April 25.

WERC-AM-FM Erie, Pa.—Granted assignment of licenses to WERC Bcstg. Corp. for $132,500. Principals are Pres. **Joseph L. Brechner** (55%), 29.7% owner **WGAY Silver Spring, Md.,** 26% owner **WLOF Orlando, Fla.,** and 26% owner of Mid-Florida Television Corp., applicant for tv operation in Orlando; Vice Pres. **Marion B. Brechner** (5%), 3.2% owner WGAY, and Secy.-Treas. **Vasil Polyzois** (40%), 20% owner WLOF and 20% owner of Mid-Florida. Granted April 25.

KSTB Breckenridge, Tex.—Granted assignment of license to **Radio Breckenridge** for $35,424 in notes. Principals own **KCLW Hamilton, Tex.** Granted April 25.

KGBT Harlingen, Tex.—Granted assignment of cp to Harbenito Radio Corp. for $286,582, of which $4,500 is cash and remainder assumption of notes. Stations are presently owned by **McHenry Tichenor** (approx. 40%), **James Cullen Looney,** (approx. 40%), and **Troy McDaniel** (10%). If present application is approved principals will be Pres. **McHenry Tichenor** (26%); **McHenry Tichenor Jr.** (25%), no business interest; Vice Pres. **James Cullen Looney** (14%); Secy.-Treas. **Troy McDaniel** (10%), and **Margarett L. Looney** (25%), no business interests. Granted April 25.

KLUB Salt Lake City, Utah—Granted assignment of license to KLUB Bcstg. Co. for $149,439. KLUB Bcstg. Co. sole owner is **Frank C. Carman,** presently 37.5% owner of KLUB. Mr. Carman owns 25% of **KUTV (TV) Salt Lake City,** 37.5% of **KGEM Boise,** 18.75% of **KLIX Twin Falls,** 18.75% of **KIFI Idaho Falls,** all **Idaho,** and 25.125% of **KOPR Butte, Mont.** Granted April 25.

KAYE Puyallup, Wash.—Granted assignment of license to **Radio K. Inc.**; leased for $1.00 per year with option to buy for $31,000 in 1960. Principals are Pres. **Gale L. Mix II** (25%), 20% stockholder, mgr. of **KRPL Moscow, Idaho**; Treas. **Warren Peterson** (75%), employee, KRPL. Granted April 25.

WMOD Moundsville, W. Va.—Granted assignment of license to Miracle Valley Bcstg. Co. for $57,000. Principals are Pres. **John T. Taylor** (56%), WMOD manager; Vice Pres. **Andrew J. Smik** (37%), radio-tv performer, and Secy.-Treas. **James William Jones** (7%), WMOD chief engineer. Granted April 25.

WAUX Waukesha, Wis.—Granted transfer of control (50%-plus) to **Meldger Figi,** *et al.*, for $50,303. Mr. Figi and another principal, **Charles E. Williams,** each owns 41 to 165 oustanding shares in WAUX. Granted April 25.

APPLICATIONS

WCER Charlotte, Mich.—Seeks assignment of cp to **Eaton County Bcstg. Co.** Assignment is for incorporation of company. Pres. **Roy W. McLean** will hold 60% interest, Vice Pres. **Craig E. Davids,** 40%. Filed April 26.

WDEB Gulfport, Miss.—Seeks assignment of license to **Denver T. Brannen** for $57,000. Mr. Brannen is 98% owner of **KCIL Houma, La.,** and is applicant for new am at **Plant City, Fla.** Filed May 2.

WBKH Hattiesburg, Miss.—Seeks assignment of license to **Hattiesburg Bcstg. Co.** for $17,500. Agreement is for transfer of 50% control from **Robert M. Keith Jr.** to **F. M. Smith,** employee of station. Other partner and 50% owner is **Benny L. Blackledge Jr.,** radio-tv sales and services dealer. Filed May 2.

WCRE Cheraw, S. C.—Seeks assignment of license to **Roy P. Zess** for $27,925. Mr. Zess is mgr., 35% owner of **WMGA Moultrie, Ga.** Filed May 2.

WHLP Centerville, Tenn.—Seeks transfer of control to **William J. Carrigan** and **Sara West Carrigan.** Mr. Carrigan, former announcer for **WSM Nashville, Tenn.,** will hold 50.66% interest and his wife 16% interest. Filed May 2.

WSEV Sevierville, Tenn.—Seeks transfer of control of 175 shares of stock of licensee corporation to **James E. McAfee** for $63,000. Mr. McAfee holds trucking and tourist court interests. Filed April 30.

KEBE Jacksonville, Tex.—Seeks involuntary assignment of license to **Mrs. Leita Moye Laurie,** administratrix of estate of **Billy Averitte Laurie,** deceased, former owner of station. Filed April 26.

KOSF Nacogdoches, Tex.—Seeks assignment of license to **Stone Fort Bcstg. Co.** for $10,000. Assignment is for transfer of 40% control from owner **Kelly Bell,** to Gen. Mgr. **J. C. Stallings.** Filed April 26.

WSVA-AM-FM-TV Harrisonburg, Va.—Seeks transfer of control to **Tudor Enterprises Inc.** for $560,000. Principals are Pres. **Hamilton Shea** (50%) and **Transcontinent Tv Corp.** (50%). Mr. Shea is vice-pres. of Transcontinent and is former NBC executive. Transcontinent principals are Chm. of Board **Paul A. Schoellkopf Jr.** (10.7%), dir. of **WGR-AM-TV Buffalo, N. Y.**; Chm. of Executive Committee **J. Fred Schoellkopf IV** (10.7%), member of executive committee, minority stockholder of WGR-AM-TV; Secy.-Treas. **David G. Forman** (10.7%), business interests; **Seymour H. Knox** (3.5%), dir., stockholder of WGR-AM-TV. Transcontinent is currently negotiating for purchase of **WHAM, WHFM, WHAM-TV Rochester, N. Y.** Filed April 26.

WCHS-AM-TV Charleston, W. Va.—Seeks transfer of control to **Hawthrone D. Battle,** voting trustee. Contingent on grant of application filed last week seeking transfer of control to **Kanawha Banking & Trust Co.** and **Mrs. Helen Scott Tierney,** co-executors of estate of **Lewis C. Tierney,** deceased. Filed April 26.

Hearing Cases . . .

FINAL DECISIONS

WLAQ Rome, Ga.—FCC made effective immediately initial decision and granted applications for transfer of control of News Publishing Co., licensee of station WLAQ, from Jane F. Mooney, B. H. Mooney Jr., and J. F. Mann, co-executors of estate of B. H. Mooney, deceased, to Burgett H. Mooney Jr. and for renewal of license of WLAQ. Action May 2.

Omaha, Neb.—FCC granted application of Herald Corp. for new tv station to operate on ch. 7 in Omaha, and denied competing application of KFAB Bcstg. Co.; also ordered that Broadcast Bureau's exceptions numbers 3, 4 and 5 to initial decision be stricken. Action April 25.

OTHER ACTIONS

WRAG Carrollton, Ala.; WELO Tupelo, Miss.—FCC denied petition by WRAG, intervenor, for postponement of oral argument now scheduled for May 7 in proceeding on application of Tupelo Bcstg. Co., to change facilities of station WELO from 1490 kc, 250 w unl. to 580 kc, 1 kw D, 500 w N, DA-2. Action May 2.

Escondido, Calif.—FCC (1) denied petitions of Albert John Williams, Inglewood, Calif., for enlargement of issues, and of Cerritos Bcstg. Co., Signal Hill, Calif., for alternate relief in connection with their applications and that of Palomar Bcstg. Co., Escondido, for new am station; and (2) on Commission's own motion, enlarged issues to determine whether proposed operation of Cerritos would protect co-channel operation of **XESS Ensenada, Baja Calif., Mexico,** in accordance with provisions of Sec. 3.28(b). Also (1) directed **KALI Pasadena** to show cause why its license should not be mod. to eliminate overlap between its operation and operation proposed by Cerritos, and made KALI party to proceeding; (2) denied petition of Albert John Williams to enlarge issues; and (3) on Commission's own motion, enlarged and modified issues in these proceedings. Action April 25.

Robert A. Mensel, Willimantic, Conn.; WHIL Medford, Mass.; Windham Bcstg. Co., Willimantic, Conn.—FCC designated for consolidated hearing applications of Mensel for new am station to operate on 1430 kc, 500 w D; WHIL to increase power from 1 kw to 5 kw; Windham for new am station to be operated on 1400 kc, 250 w unl. Made **WAAB Worcester, Mass., WALE Fall River, Mass.,** and **WHMP Northampton, Mass.,** parties to proceeding. Denied Windham request for additional time to reply to Commission's 309(b) letter. Action April 25.

Polk Radio Inc., Lakeland, Fla.; Duane F. McConnell, Winter Haven, Fla.—FCC designated for consolidated hearing applications for new am stations of Polk to operate on 1330 kc, 1 kw D, and McConnell to operate on 1320 kc, 500 w D. Action April 25.

WWBZ Vineland, N. J.—FCC denied petition filed by Community Bcstg. Service Inc., requesting reconsideration and rehearing of Commission's decision which denied application for renewal of license of WWBZ; authorized station to continue temporary operation for period of not more than 60 days in order to wind up its affairs. Action April 25.

WLON Lincolnton, N. C.—FCC designated for hearing application to increase power from 500 w D, to 1 kw D; made **WWGP Lincolnton,** party to proceeding. Action April 25.

KGEO-TV Enid, Okla.—FCC granted motions by Air Transport Assn. and Streets Electronics, Inc., for corrections in transcript of oral argument on latter's application for mod. of cp to move trans. site of station KGEO-TV to location 31 miles from Enid, increase height of ant. structure to 1,356 feet above ground, and make ant. and other equipment changes. By separate orders, Commission (1) denied motion by Dept. of Defense to reopen record in this proceeding and remand for taking further testimony and making further findings and conclusions and (2) granted petition by Broadcast Bureau to accept late filing of its opposition to this motion. Action May 2.

WSPA-TV Spartanburg, S. C.—FCC (1) granted special temporary authority to Spartan Radiocasting Co. to commence commercial operation of WSPA-TV for period ending Oct. 25, and (2) denied petition by **WAIM-TV Anderson** and **WGVL (TV) Greenville** to deny or withhold operation authority for WSPA-TV. Special tem-

(Continues on page 120)

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

We have an outstanding opportunity for a manager at a new 5 kw station in a major midwestern market. Must have proven sales record and above average all around ability. Reply to Box 375G, B•T, giving full background, references and photo.

Excellent opportunity for manager with ability to operate and sell in rural farm market, located in the east. Please give full resume and photo. Box 376G, B•T.

Need station manager who knows local sales and is not a chair warmer. Salary, plus override on all collections. Station now breaking even—kilowatt daytimer in two station market with plenty of opportunity for increased sales. Right man should have complete knowledge of station operation including announcing, programming and sales. First class license preferable but not absolutely necessary. Mid-Atlantic state city. Personal interview necessary. Write full details to Box 425G, B•T.

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Exclusive Listings From Coast to Coast
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RADIO

Help Wanted—(Cont'd)

Managerial

Pacific northwest profitable 250 watter needs manager well versed small-market operation. Investment opportunity. Box 407G, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 450G, B•T.

Daytimer, WWGT, needs assistant manager to non-working owner. Have charge program, sales, personnel, emphasis on selling. Energetic, tactful, able to take directions business management. No boozers, pressure artists. Opportunity become manager soon. W. E. Horner, Phone Spring 4-8641, Sanford, North Carolina.

Salesmen

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Want to make money with a fast-moving, fulltime news, music and sports station in a big North Carolina city? There's a big place on our sales staff for a hard-hitting salesman. Guaranteed salary, plus commission. No limit on earnings. Good staff, excellent working conditions. Send your story to Box 381G, B•T.

Southeast metropolitan independent needs good salesman, good compensation. Prefer man under 35, may do some announcing. Terrific opportunity. Write full details to Box 415G, B•T.

Race station—top Hooper rated—southern metropolitan market. $100.00 week guarantee plus commission—expenses. Age limit 32. Only real producers with executive ability need apply. Send complete resume—photo first letter. Box 423G, B•T.

Unusual incentive plan. Salary plus commission up to 25% for salesman who sells and services $5,000 or more monthly billing. Established accounts. Fast growing market in New York State. WKNY, Kingston, New York.

Top station in one of the south's fastest growing markets has opening for a man with successful advertising sales record to handle important list of active local accounts now producing good revenue. Stability of operation and incentive arrangement offer good immediate earnings and excellent opportunity for man of top calibre. WSAV, Savannah, Ga.

Outstanding opportunity for salesman who can produce. Box 23, Shreveport, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezy. Informal conversationalist (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165F, B•T.

Southeastern regional wants top-notch, versatile, experienced DJ personality who can take over top morning show. Must be intelligent, sincere and capable of talking to mature audience about things of interest in our community. Prefer southerner, family man. Excellent opportunity, good pay for the right man. Send details, photo, tape to Box 378G, B•T.

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 419G, B•T.

Station specializing in concert music needs capable announcer-engineer with 1st ticket. Send tape and resume to Box 434G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Newsmen, working partners. $5,000 for ten percent. $100 week, plus profits. KLOV, Loveland, Colorado.

Announcer-engineer. Immediate opening. 1000 watt daytimer in Texas panhandle. Fair pay while learning our setup. Must be good announcer. Reply KTUE, Tulia, Texas.

Allegheny Mountain Network has immediate openings for two announcers with first-class tickets. Send full information care WKBI, St. Marys, Pa.

Wanted: Experienced announcer-copywriter and staff announcer strong on music and good commercial delivery for midwest radio and tv outlet. Good pay for night man. No floaters wanted. Reply, tape, photo, references, complete information to Lee Allerton, WLBC and WLBC-TV, Muncie, Indiana.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Straight staff for morning shift. Must have commercial experience. Strong on commercials, news and board operation. Draft exempt. 40 hour week, 6 days, paid vacation, opportunity for advancement with progressive company. Personal interviews or send tape, letter, photo, to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer **with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.**

Technical

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Immediate opportunity for combination engineer-announcer in south Georgia market. Must have first class license. Excellent working conditions. Immediatee reply necessary. Box 340G, B•T.

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Chief engineer: Five kilowatt upper midwest station will have opening soon for Chief Engineer. Present chief has been with station ten years, plans now to own station in another area. We are interested only in an experienced engineer with construction ability who desires permanent position. Wire for our proposed salary and other available benefits. The standards will be high and we realize remuneration must be in line with what we expect. Box 379G, B•T.

Needed immediately: 2 engineers with first class tickets. Small northern Pennsylvania town ideal for family men. Send details to Box 392G, B•T.

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

Engineer for chief of well equipped 500 watt remote controlled daytimer. Some announcing. KMAN, Manhattan, Kansas.

Wanted: Chief Engineer-announcer. Fine community, friendly staff, good pay. KTTN, Trenton, Missouri.

Wanted 1st phone engineer-salesman, send full details and pay expected in letter to L. Lansing, Radio WBRV, Boonville, N. Y.

Wanted: First class operator with directional and tape experience. No announcing. Send resume to Chief Engineer, WICH, Norwich, Connecticut.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Pefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Creative? Aggressive? Immediate opening for traffic and copywriter in south Georgia market. Experience necessary. Box 341G, B•T.

Wanted: Experienced newshound for local coverage. Will head news department of progressive fulltimer in northwest. Excellent opportunity for right man. Send photo and resume. Box 435G, B•T.

Program director-announcer with creative ideas backed with experience for daytime Chicago area. Salary open depending on ability to assume responsibility and experience. Complete information first letter. Half-hour tape . . . picture. Personal interview required later. Box 438G, B•T.

Progressive major market station specializing in concert music needs news director or program director familiar with New England area. Some announcing ability required, 1st class ticket helpful. Contact Station Manager, WCRB, Boston 54, Mass.

Copywriter, experienced. Send sample, photo, references, Radio Station WEOK, Poughkeepsie, New York.

Program director, community minded, strong on local news and special events. Network affiliate, within one hundred miles New York City. Rapidly growing area. $100 to start. Send full details and tape WKNY Kingston, New York.

Continuity-promotion director upstate New York network station strong on production copy. Send full details and sample copy. WKNY Kingston, N. Y.

Girl wanted as secretary to manager of music-news-sports station. Shorthand and bookkeeping required. Ideal working conditions. Permanent position. Full information and picture stating starting salary to WLLY, Hotel Raleigh, Richmond, Virginia.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

Experienced copywriter needed immediately. Resume, references, photo, salary to Box 23, Shreveport, Louisiana.

Situations Wanted

Managerial

Commercial manager metropolitan station seeks position as general manager radio station. University graduate, excellent sales record, 31, married, 2 children. Prefer city population over 10,000. Box 346G, B•T.

Young, experienced with outstanding sales record . . . would like work as station manager in medium southern market. Box 418G, B•T.

Manager/sales manager: Now employed in 100% secure position with eastern top-rated station located in one of the first 25 major metropolitan markets. My owner is highly satisfied and admittedly pleased with my work in producing consistent above average annual profit earnings. For my part, despite an excellent contract and highly satisfactory compensation, I've definitely decided to negotiate a new mutually compatible association. No questionable elements exist. This is a sincere, honest and understandable request for quality consideration. High level industry personage endorsements and a sound proven record of ability, achievement and experience—all available. Confidential negotiations. Box 424G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Desire small midwest town. Solid sales, community programming, local news. Will invest. Hard worker. Box 436G, B•T.

Announcers

Veteran with seven years experience desires placement in Minneapolis-St. Paul area for summer only. Starting school in fall. Complete background in all phases of independent and network operation. If you haven't hired your summer replacement yet, wire immediately. References, tape and photo on request. Box 337G, B•T.

Experienced network DJ, young married veteran, personality plus, excellent tv-radio-recording artist, travel anywhere. Box 377G, B•T.

Stupid, doesn't know how to yell. Imaginative. Warm, friendly DJ pop personality. Effective selling. Excellent adlib, with whimsical humorous approach. MC. Good voice, Authoritative news. Console operation. Recent SRT graduate. Box 380G, B•T.

Amiable announcer, 13 months staff experience. Will travel. Box 382G, B•T.

DJ, excellent knowledge all music. 3 years experience. News, copy. Box 384G, B•T.

Man here has idea that may revolutionize your late-nite programming. Unique air-salesman, with tv-proof programming schemes. Currently PD of five kilowatt network. $100.00 minimum. Box 385G, B•T.

5 years experienced staff, specialty announcer. Employed, want bigger things. Vocalist, copywriter, salesman. 27, married. Box 387G, B•T.

Announcer-engineer. First phone license. 5 years announcing. Capable routine maintenance. Desires permanent. Appreciate details. Box 389G, B•T.

Staff announcer, excellent commercials, news, good DJ. Strong potential. Experience light. Veteran, travel, tape. Box 390G, B•T.

Experienced announcer, DJ, board operator, college grad. Presently working in large market. Desire popular music station. Will travel. Box 391G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 398G, B•T.

News, sports director. Can write, gather, announce news. Excellent on football, baseball, hockey. Reliable. Box 400G, B•T.

Announcer, newsman, deejay. Commercial experience and AFRS. College, radio school, references. 24, family. Draft exempt. Available May 18. Negro. No dialect. Box 401G, B•T.

Experienced personality DJ. Presently employed in northeast. Desires position with progressive station. Any offer considered. Box 403G, B•T.

Amazing! Young man with talent. Willing to work for any salary. Short on experience. Long on Heart. Looking for a home, good news, DJ, commercials. Can write copy. Idea man par excellence! Box 404G, B•T.

Single veteran, very conscientious, very friendly. Thoroughly trained all phases. Desires staff position or vacation fill-in. Box 405G, B•T.

Sports-news . . . nine years play-by-play all sports authoritative-references. Permanency desired—available immediately. Box 412G, B•T.

Morning man-newscaster, with adult approach and experience for both, desires to locate permanently on Florida west coast. Tv experience. Box 414G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention Virginia, Maryland, West Virginia. Announcer, 6 years. Young, ambitious, married. Experienced all phases except sports. Available immediately. Box 416G, B•T.

Good announcer with experience seeking commensurate situation with eventual television opportunity. Box 420G, B•T.

DJ-announcer, Philadelphia-born, wants to relocate home, 25 years old, vet., college grad. Also sports play-by-play. Hear, a personal interview, out-of-town success story of "local-boy-makes-good." Box 421G, B•T.

(Applause: Under) Thank you, thank you, yes, I'm funny—I do imitations, patter, and I can brighten your DJ shows. Hmmm? Box 426G, B•T.

Staff announcer, six months experience. Desires position with chance to sell time. Excellent background. Third ticket. Box 427G, B•T.

Staff announcer, personality DJ. Commercials that sell. Musician, comic, live camera experience. Tape. Box 428G, B•T.

Staff announcer, good voice, news, commercials, reliable. Will travel. Tape. Box 429G, B•T.

Experienced staffer, clever DJ, smooth commercial delivery. Tape. Highest references. Box 430G, B•T.

Experienced negro DJ-announcer. Board operator. Smooth delivery. Knows the score. Will travel. Tape, resume, references on request. Box 431G, B•T.

Combo man, 23, single, car, 4F. Knowledge—pronunciation of classical terms. Box 439G, B•T.

Announcer-salesman, seven years commercial experience, seeks permanent position in Florida. Highest rating in area, proven sales record. B.S. in radio, married, excellent references. Box 441G, B•T.

Sportscaster, program director, announcer. 8 years experience staff thru management. Married, children, age 31. Want job with future. Prefer southwest or west. Consider all. Box 442G, B•T.

Announcer, versatile. Strong news, commercials, resonant voice. Year's experience. Single. 35, prefer south, will go anywhere. Box 443G, B•T.

Tyro—seeking opportunity in radio. Radio school grad. Some experience as attraction announcer. Available immediately. Box 446G, B•T.

Sports director/caster. Friendly, authoritative delivery, excellent staff and DJ. Best references, presently employed. Box 453G, B•T.

Staff announcer. SRT graduate; enthusiastic, selling voice, will relocate; tape, resume, Cliff Cramer, 4624 258th Street, Great Neck, N. Y., GN 2-2399J.

Teen DJ for summer job in midwest. Board. Tape, references. Charles Crouse, 19602 Purnell, Cleveland 16, Ohio.

Semi-name country music DJ, farm director. Available after July 15. Outstanding sales record in market with two am, one tv. Top Conlan rating. Experienced time and spot sales, script, live music, top name auditorium promotion. Member AFM, CMDJ. Married, three children, sober, excellent character, age 37. Desire advancement. For tape, resume, photo, references, write Johnny Daume, KGMO, Cape Girardeau, Missouri, or Sedgewickville, Missouri.

(Continued on next page)

Merchandising-Promotion-Publicity Openings
California VHF-Radio

KSBW-TV and KSBW Salinas, Calif., are expanding and need top flight merchandising-promotion-publicity man with all-around knowledge of production, newspapers, trade papers, direct mail, point-of-sale, market research and presentations. Artist combination desirable. Also need expert woman secretary for same department. Send full information and photo first letter. KSBW-TV, P. O. Box 1651, Salinas, Calif.

RADIO

Situations Wanted—(Cont'd)

Announcer

Experienced staff and sports announcer. Strong on news, commercials, DJ, play-by-play. Third ticket. Interested in small station with future. Married. Raymond F. Damgen, % P. O. General Delivery, Frederick, Maryland.

3 years experience, DJ, announcer, sports, news, sales, writer, college-broadcast grad. Currently employed. Married. Highest references, tapes and photos, 3rd phone, relocate. Basil De Sota, 1801 Coldwater Canyon, Beverly Hills, California.

Announcer: One year experience. DJ, news, commercials, young, 26, single, veteran, ambitious, car, will travel. Contact: Dick Grace, Normandy 1-8425, 20 Church Street, Greenwich, Connecticut.

3 years experience all phases. 25 years, good references. Desire permanency in western or midwestern U. S. No drifter. No alcoholic. Bill Gravely, P. O. Box 1063, Tallahassee, Florida —Phone 3-0623.

Broadcasting school graduate, 29 years old, wife and one child, ambitious, will work very hard. Musical knowledge good. Available immediately. Charles Slayden, 2403 Elliott Ave., Nashville, Tenn. Call CYpress 7-5319.

Announcer—college background. Two years experience all phases. Wolford, 3602 Edison . . . Alexandria, Va. TE 6-8140.

Experienced young announcer. College graduate. Top DJ, news. P. O. Box 642, Washington 4, D. C.

Technical

Control room operator: Experienced recording, remote pickup, live studio, etc. Radio-television background. Available immediately. Box 386G, B•T.

Engineer, 9 years am experience, ham 26 years. Southwest preferred. No announcing. Permanent. Box 388G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Gal Friday, experienced continuity, announcing, secretarial, wishes permanent or vacation position. Box 393G, B•T.

Program director or assistant manager, experienced in all phases of radio plus tv know-how. College graduate. Young, ambitious, industrious family man with proven success story. Now earning $8,000 annually. Prefer eastern location but will travel anywhere for right opportunity. Box 395G, B•T.

Experience program director, hillbilly DJ, special events, and interviews. Will go anywhere for the right pay. 12 years experience in all phases of radio and television. Box 399G, B•T.

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and nonreturnable tape available. Box 433G, B•T.

Producer-director-photographer: Thoroughly experienced, references. Desire permanent position, future, growing station and market. Age 28, married. Box 437G, B•T.

Hypo your news coverage and sales. Direct broadcasts from Europe . . . Bonn, Rome, London, Paris, Cairo, and other news centers of the world . . . personalized and pointed to your station and with your call letters and sponsor's ID. International news organization offers this low-cost news feature on an exclusive basis of one station in each market. Write today for information and rates. Box 451G, B•T.

TELEVISION

Help Wanted

Salesmen

Earn $10,000 this year! CBS affiliate. Northeast. Top 100 market. Offers $5,200 guarantee plus top commission to aggressive, experienced tv salesman. Box 335G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Experienced tv or radio time salesman. Excellent opportunity for the right man with possibility of advancement. Ideal working conditions, salary and expenses, plus commission. Reply by letter only, Local Sales Manager, WGLV-TV, Easton, Pennsylvania.

Announcers

Michigan network vhf needs man for staff work. Send full resume to Box 413G, B•T.

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

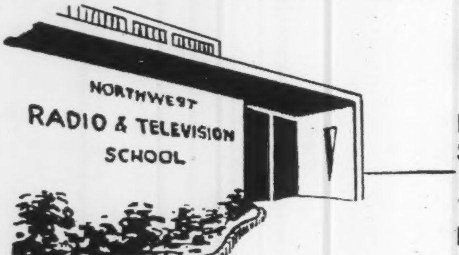
Assistant chief and operators with first phone for RCA equipped Channel 2. Contact: Stan Sulek, 4850 Henderson Highway, Las Vegas, Nevada.

Programming-Production, Others

Producer-switcher. State network operation will consider television school graduate if outstanding. Need immediately. Progressive ownership. Box 366G, B•T.

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Women's director to handle women's shows. Vhf, middlewest. Good salary to right person. Send resume, tape. Must have photo or snapshot. Box 445G, B•T.



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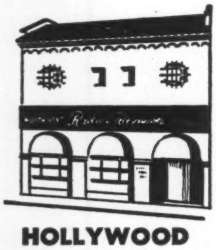
HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS


HOLLYWOOD

CHICAGO

WASHINGTON, D. C.

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE 1221 N. W. 21st Avenue [illegible]

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Situations Wanted

Managerial

General manager . . . excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 348G, B•T.

Technical

Chief engineer of medium market tv. 13 years experience all phases. Married, sober, conscientious. Box 411G, B•T.

Programming-Production, Others

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

News director interested in joining progressive outlet who wants to capture larger audience through intensive area coverage. Will streamline your department, produce and air newscasts for maximum results. Presently employed by fine metropolitan station but wish to move to larger market. Do not suffer from illusions of grandeur. Industry and agency references. Box 383G, B•T.

Program director: Experienced from construction on up. Nine years radio, tv. Now in charge of personnel, production, programming. Excellent references. Box 397G, B•T.

Attention southwest. Young, experienced production man wishes to relocate. Camera, lighting, direction, etc. Complete resume sent on request. Box 422G, B•T.

Reporter-writer-photographer-broadcaster, family, second man in prestige station, 12 years experiences, seeks news directorship in station with guts and vision. Box 410G, B•T.

Woman's director/public service director. Have fresh ideas, a realistic approach. More than a decade of experience in producing and personally presenting television shows. Enlightenment plus entertainment is success formula in interesting all the family. Have built station's popularity with public service tie-ins and cooperation with accounts. Superior references. Network and television stations. Solid record of commercial sponsorship. Box 432G, B•T.

Graduate June. Degree in tv. Vet. Want job leading to production-directing. East preferred. Write to Box 449G, B•T.

FOR SALE

Stations

Northwest, in black, fulltime, small town; $25,000 down, less to qualified owner-manager. Box 408G, B•T.

Television opportunity down south, vhf, growing metropolitan market. Available at costs, terms arranged. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Carolina daytimer, competitive market, priced within 1¼ gross at $39,000 total, available on liberal terms to proven management. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Lake region, midwest . . . 1 kw day, single, 10,000 people, annual gross, terms. The Norman Company, Box 534, Davenport, Iowa.

Midwest, 1 kw, day, single, 8,000 city, 27,000 county population, annual gross, 29% down, good earnings. The Norman Company, Box 534, Davenport, Iowa.

Mountain states, 5 kw regional, same ownership over 20 years, annual gross, terms, plus unusual assets if desired. The Norman Company, Box 534, Davenport, Iowa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Equipment

Two RCA type 70-D turntables, complete with universal pickups, arms, and filters; but, less preamplifiers. Very good condition. $190.00 each or both for $350.00. Lester A. Mullan, Station KTRH, Houston, Texas.

Two RCA TK-31-A camera and view finders less power supplies and camera controls. These units in operating condition offered at less than half price due to smoke damage. WCOV-TV, Montgomery, Alabama.

FOR SALE

Equipment

2 RCA 77-D microphones—6 years old. Need ribbons replaced. 1—RL-10 Raytheon limiter amplifier—6 years old—perfect condition—all new tubes—make offer. WINA, Charlottesville, Virginia.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Ampex console 403 new condition, $650.00. RCA 70-D turntable with preamp, pickup, filter, good condition. H. Kaplan, ℅ Rockhill 18 E. 50 Street, New York City. PL 9-7979.

688' guyed 40 lb windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Qualified party interested in purchasing 250 to 1000 watt day or fulltime operation. East or middlewest. Population of 50,000 or better. Replies kept confidential. Box 452G, B•T.

Stations wanted. Ralph Erwin, Broker. Specializing in the private sale of theatres, radio stations and television properties. 1443 South Trenton, Tulsa.

Equipment

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewistown, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

RADIO

Help Wanted

Salesmen

Dynamic Salesmen wanted by Dominant Stations!

A golden (and we mean *golden*) opportunity for two men who *like* to sell almost as much as eat—who *don't* like to take "no" for an answer—who *believe* in themselves and in what they are selling. They'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Va.; and with WLEE, Richmond's great NBC station. If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address replies to Irvin Abeloff, WLEE, 6200 Broad St. Road, Richmond 28, Va.

RADIO

Help Wanted—(Cont'd)

WANTED

Wanted June 1st complete staff for new 5000 watt radio station in Harrisonburg, Va. Give all particulars including experience, qualifications, salary expected in first letter. Reply Box 394G, B•T.

Announcers

Sparkling, hard-working announcer with ideas who also does play-by-play football and basketball. Resume, references and comprehensive tape in first letter. K-W-T-X Radio . . . P. O. Box 3128, Waco, Texas.

Top DJ Personality

Have you ever performed to an audience of more than a million people? If you have ability and the desire to be a leading DJ we can feature you in our radio spotlight. Excellent income. Opportunity for rich development. Experience necessary. If you know the value of promotion and publicity as a personality and can radiate acceptance locally, this is the chance of a lifetime in our expanding local effectiveness at the broad community level. Only steady, reliable DJ's need apply. Send tape, photo and background summary of your success to WSRS, Cleveland 18, Ohio, or phone ERieview 1-1221 for interview.

Situations Wanted

Managerial

ATTENTION OWNERS

Highly successful and experienced Manager with eleven years in medium and small markets is seeking managerial opportunities. I'm presently General Manager of a kilowatt independent AM-FM operation, in a city of 20,000, grossing $125,000 despite the fact that the government has rated the area as a "depression area".

I began as an announcer, worked up through P.D., Asst. Mgr., and Sales, and for the past five years I have been managing. I'm no floater since all eleven years have been with just three stations. Have held present position for three years and am on best of terms with ownership.

Present income is $10,000. Age 31, family man, with best references from all employers for ability, integrity and character.

Box 396G, B•T

Programming-Production, Others

Man At the Crossroad

What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years TV; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or TV organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man.

Box 417G, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

ATTENTION TV FEATURE PRODUCERS!

Young English programme director, now permanently in USA, has FABULOUS IDEA FOR VAST TV SERIES which requires development.

This programme would have such tremendous psychological and nationwide appeal that it can only be dealt with by an organisation capable of working on national scale with sponsors in commerce, light and heavy industry, chemicals and oils, foodstuffs, textiles, and every saleable commodity known to man. It is a production practical in every way, never before envisaged by the public. Requires no complicated studio work, but would carry coordination staff of professional status. In the hands of the right people, this would make rating history and become an instantaneous, lucrative, and phenomenal success. Will speak only at top level, with responsible representative of corporation with long-standing integrity. Meeting will be arranged in New York by writing.

Box 402G, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

(Continues from page 114)

porary authority to operate WSPA-TV is without prejudice to any action Commission may take as result of decision of Court of Appeals for District of Columbia Circuit in *WAIM-TV and WGVL (TV) v. FCC*. Action April 25.

Port Arthur, Tex.—FCC designated for hearing application of Jefferson Amusement Co. for new tv station on ch. 4, Port Arthur, in consolidated proceeding with applications of Port Arthur College and Smith Radio Co. for same facility. Jefferson application was reinstated on Sept. 8, 1955, remand by U. S. Court of Appeals. Action April 25.

WCHS-TV Charleston, W. Va.—FCC designated for hearing application for mod. of cp to move trans. 11 miles from Charleston, increase ant. height from 670 ft. to 1,236 ft.; made **WHTN-TV Huntington**, and **WTAP (TV) Parkersburg**, parties to proceeding. Action April 25.

WBLK-AM-TV Clarksburg, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WSTV-TV Steubenville, Ohio—FCC designated for hearing application of News Publishing Co., Wheeling, W. Va., and WSTV Inc. Steubenville, to transfer control of Ohio Valley Bcstg. Corp. (WPAR-AM-FM, WBLK-AM-TV) to WSTV Inc. (licensee of WSTV-TV) in consolidated proceeding with protest hearings of Ohio Valley's application for new tv station (WBLK-TV) pursuant to Court of Appeals opinion of June 9, 1955; made Clarksburg Publishing Co. party to proceeding. Action April 25.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting January 30, 1941.

Change List #189 **April 6, 1956**

570 kc

XEOA Oaxaca, Oaxaca—(Assign. of call letters), 5 kw D, 250 w N, unl. Class IV. 4-6-56.

1340 kc

XECX Cd. Obregon, Sonora—(New), 250 w unl. Class IV. 9-6-56.

1400 kc

XEWF Cuautla, Morelos—(Increase in power), 250 w unl. Class IV. 7-6-56.

1490 kc

XERA Chihuahua, Chihuahua—(Increase in D power), 1 kw D, 250 w N, unl. Class IV. 7-6-56.

Routine Roundup . . .

April 26 Decisions

Broadcast Actions

By the Commission

Actions of April 25

Following were granted renewal of licenses on regular basis: **KCSJ-AM-TV Pueblo, Colo.; KCMS (FM) Manitou Springs, Colo.; KROC-AM-TV Rochester, Minn.; KEYD Minneapolis, Minn.; KDTA Delta, Colo.; KLEM Le Mars, Iowa; WDGY Minneapolis, Minn.**

FM Allocation Table—FCC proposed to amend fm allocation table by adding ch. 223 to Toledo, Ohio, to facilitate consideration of pending application by Hillebrand Electronics for that channel, and by substituting ch. 231 for 222 in Summit Township, Mich. Comments may be filed by May 25.

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Louis Rosenberg, Tarentum, Pa.—Granted petition for extension of time to and including May 14, to file exceptions to initial decision in am proceeding re his application and that of Miners Bcstg. Service Inc., Ambridge, Pa. Action April 25.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from April 25 to and including May 2, to file proposed findings of fact and conclusions and from May 9 to May 16, for filing replies re application of American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico.** Action April 25.

By Hearing Examiner Jay A. Kyle

Tom Olsen, Olympia, Wash.—Denied April 19 petition for hearing in field and for other relief re application of Donald F. Whitman, **KITN Olympia,** for cp for new am station. Action April 25.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for continuance of prehearing conference scheduled for April 25 and hearing proper scheduled for April 26 re its am application; both are continued indefinitely. Announced April 26.

Pacific Television Inc., Coos Bay, Ore.—Granted petition for continuance of hearing in ch. 16 proceeding, Coos Bay, from April 30 to May 31. Action April 25.

April 26 Applications

Accepted for Filing

License to Cover Cp

KBBS Buffalo, Wyo.—Seeks license to cover cp which authorized new am.

KTCS Fort Smith, Ark.—Seeks license to cover cp which authorized new am.

KENL Arcata, Calif.—Seeks license to cover cp which authorized new am.

KGGM-TV Albuquerque, N. M.—Seeks license to cover cp which authorized new tv.

WGBB Freeport, N. Y.—Seeks license to cover cp which authorized increase in power.

KCMO-TV Kansas City, Mo.—Seeks license to cover cp which authorized new tv and to specify trans. location as 125 E. 31st St., Kansas City (not a move).

License to Cover Cp Amended

WRCV Philadelphia, Pa.—Application seeking license to cover cp which authorized changes in DA system amended to change name to NBC Inc.

License to Cover Cp Resubmitted

KHCD Clifton, Ariz.—Resubmits application seeking license to cover cp to replace expired cp which authorized new am.

KHUM Eureka, Calif.—Resubmits application seeking license to cover cp which authorized change in frequency; increase in power; installation of DA-N, and change trans. location.

Modification of Cp

KRBB (TV) El Dorado, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KTBC-TV Austin, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 10.

Cp

WTOV-TV Norfolk, Va.—Seeks cp to replace expired cp which authorized new tv.

Renewal of Licenses

KVSO Ardmore, Okla.; KXIT Dalhart, Tex.; KRRV Sherman, Tex.

April 30 Applications

Accepted for Filing

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized installation of new ant. and increase in height) for extension of completion date.

KMIN Grants, N. M.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 15.

WITN (TV) Washington, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 26.

WPHD (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

License to Cover Cp

KLEX Lexington, Mo.—Seeks license to cover cp which authorized new am.

Renewal of Licenses

KWGB Goodland, Kan.; KSID Sidney, Neb.; KLPR Oklahoma City, Okla.; KLCO Poteau, Okla.; KVIN Vinita, Okla.; KVLF Alpine, Tex.; KGAF Gainesville, Tex.; KPEP San Angelo, Tex.; WCPS (FM) Greensboro, N. C.; KENS-TV San Antonio, Tex.; KTXL-TV San Angelo, Tex.

Renewal of License Returned

KGBC Galveston, Tex. (Not signed or notarized).

Remote Control

KJLT North Platte, Neb.

May 1 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 27

WRCV Philadelphia, Pa.—Granted license covering changes in DA system.

WKMI Kalamazoo, Mich.—Granted license covering change from employing DA-2 to DA-N and operate trans. by remote control from 414 S. Burdick St., while employing non-DA.

WMUA (FM) Amherst, Mass.—Granted license covering changes in licensed educational fm station; ch. 216 (91.1 mc), 10 w unl.

WTSP-FM St. Petersburg, Fla.—Granted license covering changes in licensed station; ch. 273 (102.5 mc), 4 kw unl.

WTOV-TV Norfolk, Va.—Granted cp to replace expired cp which authorized new tv.

KGUL-TV Galveston, Tex.—Granted mod. of cp to change description of studio location to 11 Video Lane (not a move) and make ant. changes.

Following were granted extensions of completion dates as shown: **KRBB El Dorado, Ark.,** to 9-30-56; **KOTA-TV Rapid City, S. D.,** to 9-1-56; **KGON Oregon City, Ore.,** to 6-1-56, conditions; **WJKO East Longmeadow, Mass.** to 5-31-56.

Actions of April 26

WNDU South Bend, Ind.—Granted license covering changing ant.-trans. location and to make changes in the ant. and ground systems.

WAGA-FM Atlanta, Ga.—Granted extension of completion date to 7-8-56.

Actions of April 25

KJLT North Platte, Neb.—Granted authority to operate trans. by remote control from U. S. Highway 30, 5.2 miles west of city limits of North Platte.

Following were granted extensions of completion dates as shown: **WEEK-TV Peoria, Ill.,** to 9-30-56; **KFJZ-TV Fort Worth, Tex.,** to 11-17-56; **KETC (TV) St. Louis, Mo.,** to 11-6-56.

Actions of April 24

KSWM-TV Joplin, Mo.—Granted license for tv broadcast station.

WBBM-TV Chicago, Ill.—Granted license covering change in ERP to 28.6 kw vis., 14.3 kw aur.

KTRB-TV Modesto, Calif.—Granted cp to replace expired cp which authorized a new tv.

Following were granted extensions of completion dates as shown: **WWKS Macomb, Ill.,** to 5-31-56; **KPAR-TV Sweetwater, Tex.,** to 11-21-56; **WEAL-TV Orlando, Fla.,** to 7-16-56; **WBOC-TV Salisbury, Md.,** to 11-11-56; **KVTV (TV) Sioux City, Iowa,** to 6-1-56.

Action of April 20

KRES Saint Joseph, Mo.—Granted authority to operate trans. by remote control from 404 S. 8th St., Saint Joseph, while using NON-DA.

May 1 Applications

Accepted for Filing

Modification of Cp

WHFI (FM) West Paterson, N. J.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WFLB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 27.

License to Cover Cp

WTON Staunton, Va.—Seeks license to cover cp which authorized change in frequency from 1400 kc to 1240 kc.

Renewal of License

KPRC-TV Houston, Tex.

Modification of SCA

WHFI (FM) West Paterson, N. J.—Seeks mod. of application for SCA for extension of authorization to Nov. 21.

May 2 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to and including May 4 to file responses to April 12 petitions filed by **KOB Albuquerque, N. M., ABC New York** and **KWBU Corpus Christi, Tex.,** for mod. or clarification of issues as stated in Commission's Memorandum Opinion and Order of March 21, re applications of **KOB Albuquerque** for mod. and for license to cover cp as mod. and authority to determine operating power by direct measurement. Action May 1.

By Chief Hearing Examiner James D. Cunningham

Hazard Bcstg. Corp., Hazard, Ky.—Denied request for leave to supplement petition to set aside order of chief hearing examiner denying motion to accept late appearance and dismissing application with prejudice; said pleading is of type prohibited by Sec. 1.730 of rules. Action April 30.

WSTV Inc., Steubenville, Ohio—Denied petition for intervention in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. and application of WWSW Inc. (WIIC) for mod. of cp. Action April 27.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition of extension of time from May 4 to May 14, to file proposed finding re application of **KGHL-TV Billings, Mont.** Action April 30.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Upon oral request of KFNF, continued from May 7, to June 6 proceeding re its application for cp to change ant.-trans. locations and increase ant. height. Action April 25.

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for continuance of hearing from April 27 to May 25 re his am application. Action April 27.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Ordered that next hearing conference re application of KOB for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement is postponed until 2 o'clock on May 24, and date now scheduled for hearing in said proceeding, namely July 16 at 10 a.m., is retained. Action April 30.

Sanford A. Schafitz, Lorain, Ohio—Granted petition for continuance of hearing from May 1 to May 21 re his am application. Action April 25.

By Hearing Examiner Basil P. Cooper

Cheboygan, Mich.—Ordered that oral argument on petition of Straits Bcstg. Co., Cheboygan, for leave to amend its application and opposition thereto by Midwestern Bcstg. Co., Cheboygan, (ch. 4 proceeding), be held May 1, at 2:00 p.m. Action April 27.

Manchester, Conn.—Ordered that record in proceeding re am applications of Manchester Bcstg. Co., Manchester, Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn., be opened to permit action to be taken on petition by Manchester and Regional to correct record and that further hearing for such purposes will be held May 1 at 2:30 p.m. Action April 27.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Upon joint motion by Iowa State College of Agriculture and Mechanic Arts (WOI), and Earle C. Anthony, Inc. **(KFI Los Angeles, Calif.),** ordered that requested corrections to transcript are accepted and transcript corrected as proposed re WOI application for special service authorization to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action April 26.

WSLA Selma, Ala.—Granted petition for extension of time to file proposed findings of fact and conclusions from May 8 to June 11 and from June 22 to July 2 for filing reply findings re WSLA application for mod. of cp. Action April 27.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.; Lawrenceville, Ill.—Issued second statement concerning pre-hearing conferences and order re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, setting forth agreements and requirements which shall govern course of proceeding. Action April 26.

May 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLIZ Brainerd, Minn.—Seeks license to cover cp which authorized change in frequency; increase power; change hours of operation, and make changes in ant. and ground system.

KJLT North Platte, Neb.—Seeks license to cover cp which authorized increase in power; change from employing DA-D to NON-DA, using No. 2 tower of present DA system; move trans. approx. 600 ft. south of its present location and specify studio location as 5.2 miles west of city limits on Hwy. 30, North Platte.

WENC Whiteville, N. C.—Seeks license to cover cp which authorized change in frequency; increase in power, and change hours of operation.

License to Cover Cp Returned

KVAN Vancouver, Wash.—Application seeking license to cover cp which authorized employing DA-N only; change studio location, and operate trans. by remote control while using NON-DA, returned. Signed by general manager.

Renewal of Licenses

KZIP Amarillo, Tex.; KRIC Beaumont, Tex.; KFYO Lubbock, Tex.; KENS San Antonio, Tex.; KIND Independence, Kan.; KWKC Abilene, Tex.; KFDA Amarillo, Tex.; KTBC Austin, Tex.; KTXN Austin, Tex; KIBL Beeville, Tex.; KORA Bryan, Tex.; KUNO Corpus Christi, Tex.; WCAP Fort Worth, Tex.; KMHT Marshall, Tex.; KMAE McKinney, Tex.; KIMP Mt. Pleasant, Tex.; KIUN Pecos, Tex.; KDWT Stamford, Tex.

Remote Control

KBUN Bemidji, Minn.; WPAC Patchogue, N. Y.

UPCOMING

May 8: RAB Clinic, Philadelphia.

May 9: BMI Clinic, Springfield, Ill., and Nashville, Tenn.

May 10: RAB Clinic, New York.

May 11: BMI Clinic, Indianapolis, Ind., and Orlando, Fla.

May 13: BMI Clinic, Wichita, Kans.

May 13-19: National Radio Week.

May 14: BMI Clinic, Rochester, N. Y.

May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 18: BMI Clinic, Omaha, Neb., and Portland, Me.

May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 15: BMI Clinic, Estes Park, Colo.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

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editorials

15% of What?

ONE QUESTION—that of method of agency compensation—stood out above all others at the American Assn. of Advertising Agencies convention 10 days ago, commanding attention and portending close and in all probability serious re-examination in the months ahead.

The media commission system was not evolved by, or even in consultation with, the broadcast media. Both radio and television were born to it. Both became partners in a system which derived from the earlier days of agencies and print advertising. Undoubtedly they have both contributed to the indispensable nature of agencies—by raising the number of agency services and agency specialists to a level few advertisers individually could afford—and have added irritations to the present system through the issue of commissions on talent fees, program packages and the like.

Despite occasional serious attacks, the system has endured for half a century.

Now, certainly, it is being questioned. AAAA speakers tacitly recognized it by devoting much time, in some cases whole speeches, to the benefits it delivers to all concerned. The head of the Assn. of National Advertisers, General Foods' Edwin W. Ebel, came right out and said it. Speaking at an AAAA closed session, he told the agency people frankly that there is a growing belief among many ANA members that the relationship between advertiser and agency has changed fundamentally, that the two have grown closer, that it should be the advertiser who determines what the agency's services are worth.

It is not clear exactly what the critical advertisers want, but some of the things that chafe them are apparent. They make it plain they are aware that the media commission system has served well through the years, but they obviously feel some changes are needed. Some object that they're not able to deal directly with media at the same rates that agencies do. Some argue that the fundamental principle of the media commission system—payment by a medium in direct proportion to the amount of client money spent in that medium—can be twisted to advertising's detriment. Some protest that the agency is getting gravy when it draws its 15% on billings used to expand a campaign—by adding stations or magazines, for instance—because it has already done its main work, and been paid for it, when it prepared and placed the program or ad in the first place. The question does not seem to be the 15% commission itself so much as "15% of what?"

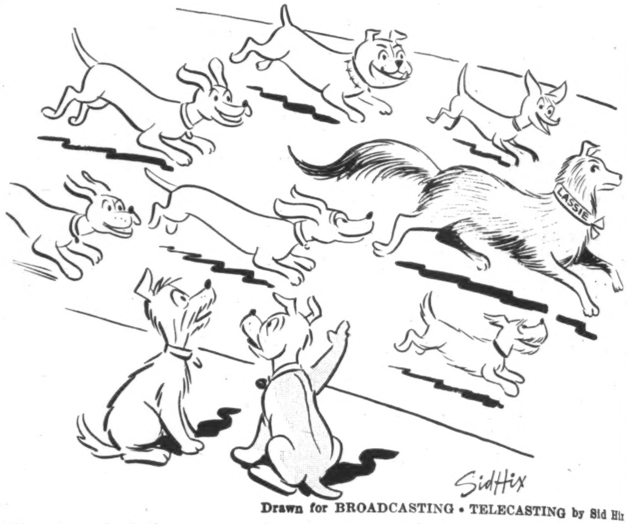
As yet, critics have come forward with no firm alternative to the present method of doing business. Until one has been developed, the controversy must necessarily generate more heat than light. It should not be said that the current system cannot be improved; the possibility of betterment can never be ruled out, or else communications—and advertising—would not today have their two most powerful media—radio and television. Until a better plan is evolved, however, it must stand as a tribute to the existing system that it withstood its last serious challenge more than 20 years ago, that it has not been greatly questioned since and that advertisers and media—as well as agencies—have prospered under it.

The Bricker Effusion

SEN. John W. Bricker (R-Ohio) is an inscrutable, ambitious man with a self-imposed mission. He has convinced himself that CBS and NBC are monopolizing television and that, therefore, all television should be regulated by Uncle Sam like the railroads, airlines and other common carriers.

He feels this so strongly that he has even released, for all to see, confidential 1954 figures of television stations and networks, delivered to the Senate Commerce Committee under protest by the FCC and with the understanding that they were to be used only in the aggregate to protect the confidences of the individual respondents. Sen. Bricker knew precisely what he was doing because he cites the use of these "hitherto confidential" statistics from the FCC. But alack, the figures were for 1954, and tv statistics more than a few months old are like yesterday's newspaper.

To the non-broadcaster, the Ohio Senator's one-man report to the Senate Committee (which has neither the endorsement nor the opposition of the committee) would appear plausible. To anyone who has ever bought or sold a spot or a classified, its gross distortions and colored conclusions are glaringly evident. Mr. Bricker assumes responsibility for a document that would accomplish precisely the opposite of what he says he wants. It would penalize the public by destroying the economic base upon which our broadcast structure is built. It would arbitrarily cut down the service of pioneer tv stations, which entered the field when there were no profits, by trying to make over geography and arbitrarily impede propagation. By starting on a false premise, it winds up with a preposterous conclusion.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"You just don't have any privacy, once you become a tv star!"

This is not to say that all is serene in the relations of networks with their affiliates, or that there are not conditions that need remedying. The networks are competent to answer for themselves. Individual stations that would suffer if Mr. Bricker's single-market philosophy were invoked must act to thwart possible legislation.

Mr. Bricker seems to forget that Congress isn't expert in allocations or in economics. There are now so many inquiries into television that lawyers and investigators find themselves opening doors for one another. Congress created the Federal Radio Commission in 1927 to handle the "chaotic" situation involving a few hundred broadcast stations. Congress last session handed the FCC $80,000 and this session gave it another $120,000 for the precise purpose of studying the network-monopoly situation and a special staff is so engaged. The Antitrust Division of the Dept. of Justice has publicly disclosed it is investigating complaints of possible antitrust violation by the networks. House committees are snooping. How many bills does the taxpayer have to pay for tv investigations?

Any way you look at the latest diatribe of Mr. Bricker, one must reach the conclusion that he's shooting for common carrier regulation of broadcasting. This was the tack taken more than two years ago by former FCC Comr. Robert F. Jones, as the then Chairman Bricker's majority committee counsel, who wanted uniform cost accounting for broadcasting, which is the prelude to a determination whether rates are "reasonable." Mr. Jones, now in private communications practice, may have had little to do with the new Bricker effusion, but his philosophy of regulation, and certainly some of his trenchant phrases, can be detected in the 27-page report.

Stations and networks may well ponder whether they should voluntarily supply economic data to the FCC, only to have it disclosed to competitors and distorted to present the worst possible picture. The FCC's right to collect this data is questionable and never has been tested. Certainly the FCC is placed in a bad light when data it has collected confidentially is released by a senator to whom it was supplied with an injunction of secrecy.

We have always had the notion that Sen. Bricker, and some of his senatorial colleagues, are more concerned about network ownership and network commentators than they are network licensing. The politician thinks in terms of re-election. The broadcast media have become the most potent means of reaching the electorate. Commentators, with national audiences, can (in the minds of the politicians) make or break a candidate. Besides, this is a presidential year. Show us a handsome, telegenic senator from a populous state and we'll show you an aspirant who believes that presidential lightning could strike.

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